



# G21 REGIONAL GROWTH PLAN

APRIL 2013

PLANNING & SERVICES



# G21 IS THE FORMAL ALLIANCE OF GOVERNMENT, BUSINESS AND COMMUNITY ORGANISATIONS, WORKING TOGETHER TO IMPROVE PEOPLE'S LIVES IN THE GEELONG REGION.

Rarely do any of us have the opportunity to influence what our community might look like in 30 years. Yet each of us within the G21 region has recently had that opportunity.

When projections in *The Geelong Region Plan - a sustainable growth strategy* showed that 500,000 people could be living in our region by 2050 - approximately 200,000 more than today - we had a responsibility to plan for that growth to be managed and sustainable.

The *G21 Regional Growth Plan* is not a plan to encourage growth, rather it is a plan to manage the inevitability of growth.

We needed to ensure that what we love about living here is protected so that our unique region can be passed in good condition to our children.

G21 - Geelong Region Alliance developed the *G21 Regional Growth Plan* for the community on behalf of the five municipalities of the G21 region: Greater Geelong, Queenscliffe, Colac Otway, Surf Coast and Golden Plains.

A talented project team led by Tim Hellsten has worked over many months with G21 municipalities, the Project Steering Group, State Government departments and agencies, business and the region's communities to develop the plan under the guidance of the G21 Board.

The Plan identifies high-level opportunities for accommodating growth across residential, industrial, commercial and agricultural land use sectors. It identifies where growth should occur and, as importantly, where it should not.

The Plan also identifies key infrastructure and services required to support growth.

It sits comfortably under the umbrella of the *Geelong Region Plan* and has been developed in parallel with the *G21 Draft Economic Development Strategy*. Ultimately it will be one of a number of similar high-level plans developed across Victoria.

Once again the G21 region has led the way!

Your participation has been crucial to the development of the Plan. Its direction has been shaped by the people of the region through three rounds of extensive community engagement.

The result is a visionary document of which our region can be proud.

Elaine Carbines  
Chief Executive Officer  
G21 - Geelong Region Alliance

## EXECUTIVE SUMMARY

**The G21 region is steadily growing. There will be more people living, working and visiting the region over the next 40 years. However, the region is in the enviable position of having significant assets on which to build a robust and resilient economy and to accommodate this growth without negative impacts on its identity. The challenge is to evolve as a self-sustaining region that uses existing infrastructure and land more efficiently.**

The **G21 Regional Growth Plan** (Growth Plan) manages growth and land use pressures to 2050. It pulls together the strategic land use and growth planning already done across the region and builds on this to identify where future residential and employment growth will occur and the critical infrastructure required to support it.

The strategic planning work already done by G21 councils over the recent years has mapped out a 20-30 years supply of zoned and strategically identified residential and employment land. This regional picture of planned growth, along with the proposed growth directions, tells us that over the next 30-40 years we are likely to reach a population of 500,000, consistent with the population target identified in the **G21 Geelong Regional Plan - A sustainable growth strategy (2007)**.

It is extremely difficult to accurately predict how quickly the region will grow, as many factors have an impact. Careful and regular monitoring of the rate of development and land supply is required over the life of the Growth Plan. Based on existing commitments of infrastructure agencies and planned growth across the region, **no new growth fronts are likely to be required within the next 10 years** under either a base (1.5%) growth or a higher (2.5%) growth rate. Development of new areas which occurs before the planned growth will need further evaluation, in terms of land supply, return on existing infrastructure investments, costs of additional infrastructure and the costs to the community.

The Growth Plan's framework for growth provides a planned response for a region of 500,000 people. It also provides capacity to grow beyond this where the provision of supporting infrastructure can be sustainably managed. It identifies new areas for growth that are likely to be required beyond identified planned growth and reinforces that growth is about providing new housing, employment, services and infrastructure. An efficient public transport system and road network is critical for the region to cater for this growth.

**To continue being a successful region the critical drivers as we grow include:**

- an efficient and effective transport network
- a strong economy and job diversity
- adequate land set aside for housing and employment
- a vibrant and healthy Central Geelong
- infrastructure that supports new and existing areas
- protection of our natural assets and the essential character of the region.



### The key elements of the Growth Plan include:

- building on our strategic assets and competitive advantages to support and manage growth across the region
- reducing pressures on our agricultural areas and natural assets
- reinforcing the importance of Central Geelong as a vibrant and active regional city and Victoria's second largest city
- targeting infill and higher density opportunities within existing urban areas such as Central Geelong, West Fyans, Corio and Norlane
- supporting planned growth and identified district towns across the region
- providing for longer term additional growth within Colac and Winchelsea
- identification of two Further Investigation Areas to the north and west of the Geelong Ring Road for potential development beyond identified planned growth
- planning for employment growth along with population growth, including strengthening existing employment nodes and identifying two new areas for employment in the south west
- acknowledging the key role that Geelong and the G21 region play in relation to Melbourne while preserving Geelong's identity as a separate settlement to Melbourne
- ensuring boundaries of towns are clear and breaks between settlements are managed carefully
- identifying the major infrastructure required to support a region of 500,000 and beyond, such as the roll out of more efficient transport networks, the National Broadband Network and water, energy and community infrastructure.

### Implementation

Implementation of the Growth Plan is critical to its success. Short term implementation priorities include:

- amending planning schemes to include key elements of the growth plan to ensure a strategic land use and settlement framework for local planning is provided
- developing an **Implementation Plan** focusing on infrastructure planning to identify and guide the timing of future planning and regional infrastructure investment priorities. The **Implementation Plan** will also investigate and identify any preferred Further Investigation Area, including infrastructure sequencing and triggers for planning and land release linked to an identified land supply monitoring process
- facilitating a range of projects identified as important 'further work' to support the Growth Plan directions.

Ongoing regular review of the Growth Plan and its integration with surrounding regions' Growth Plans and the **Metropolitan Planning Strategy** currently being prepared will be important.

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# GLOSSARY

## ACRONYMS USED IN THIS DOCUMENT

**CMA:** Catchment Management Authority  
**COM:** Committee of Management  
**CSIRO:** Commonwealth Scientific and Industrial Research Organisation  
**DHS:** Department of Human Services  
**DOT:** Department of Transport  
**DPCD:** Department of Planning and Community Development  
**DPI:** Department of Primary Industries  
**DSE:** Department of Sustainability and Environment  
**GAA:** Growth Areas Authority  
**GOR:** Great Ocean Road  
**GREP:** Geelong Ring Road Employment Precinct  
**LDRZ:** Low Density Residential Zone  
**MSS:** Municipal Strategic Statement  
**NBN:** National Broadband Network  
**ODP:** Outline Development Plan  
**RLZ:** Rural Living Zone  
**SPPF:** State Planning Policy Framework  
**UDF:** Urban Design Framework  
**UDP:** Urban Development Program  
**UGP:** Urban Growth Plan

## TERMS USED IN THIS DOCUMENT

**Activity centres:** Hubs where people shop, work, meet, relax and live  
**Bio-link:** Land use category developed for biodiversity conservation  
**Brownfield:** Former industrial land that is available for a new use  
**Earth resources:** Includes coal, minerals, oils and gases, sand, stone and clay and geothermal energy  
**G21 Alliance:** The formal alliance of government, business and community organisations working together to improve the lives of people within the G21 region across five municipalities – Greater Geelong, Colac Otway, Surf Coast, Queenscliff and Golden Plains  
**G21 community:** Encompasses all the people who live, work and visit in the G21 region  
**Geelong Region Plan:** A sustainability plan for the region that looks toward 2050.  
**Green infrastructure:** Infrastructure which supports sustainable management and use of parks and reserves  
**Greenfield:** Rural (non-urban) land designated for new or future residential development  
**Higher dwelling densities:** Generally housing densities greater than 20 dwellings/hectare  
**Ramsar wetlands:** Wetlands of international importance under the Ramsar Convention (1971)  
**Urban infill:** The development of additional dwelling(s) on individual residential sites in established urban areas  
**Settlements:** Refers to where people live, from cities to villages  
**Settlement breaks (non-urban breaks):** Areas of land between settlements  
**Transit oriented development:** A planning concept promoting the creation of well-designed and sustainable urban communities focused around transit stations  
**Urban Geelong:** Encompasses the adjacent urban areas between Armstrong Creek Urban Growth Area and Corio, the Geelong Ring Road and Corio Bay

# 1.0 INTRODUCTION

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## 1.0 INTRODUCTION

# THE CURRENT POPULATION OF 294,000 IS INCREASING AT A YEARLY RATE OF 1.6%

**Growing the G21 region will support a stronger and more robust economy and attract a diverse community. If planned for well, growth will provide more access to employment, retail, social, community, sporting, entertainment and cultural services and facilities. Our challenge in the G21 region is to evolve as a self-sustaining region that uses existing infrastructure and land more efficiently.**

### 1.1 WHY DO WE NEED A REGIONAL GROWTH PLAN?

The G21 region is growing in terms of population, new dwellings and economic activity. Our current population exceeds 294,000 and is forecast to continue growing by at least 1.6% until 2026. By 2031 the population is forecast to be over 400,000 (*Victoria in Future 2012*).

As a result there will be more people living, working and visiting the region over the next 40 years with the region likely to reach a population size of 500,000 by 2050, consistent with the then aspirational projections in the *Geelong Region Plan*. A range of factors could mean that the region grows at an even faster rate.

The *G21 Regional Growth Plan* (the Growth Plan) establishes a framework for strategic land use and settlement planning that can sustainably respond to and accommodate growth at projected and potentially higher growth rates.

The purpose of the Growth Plan is to provide direction for this growth and to:

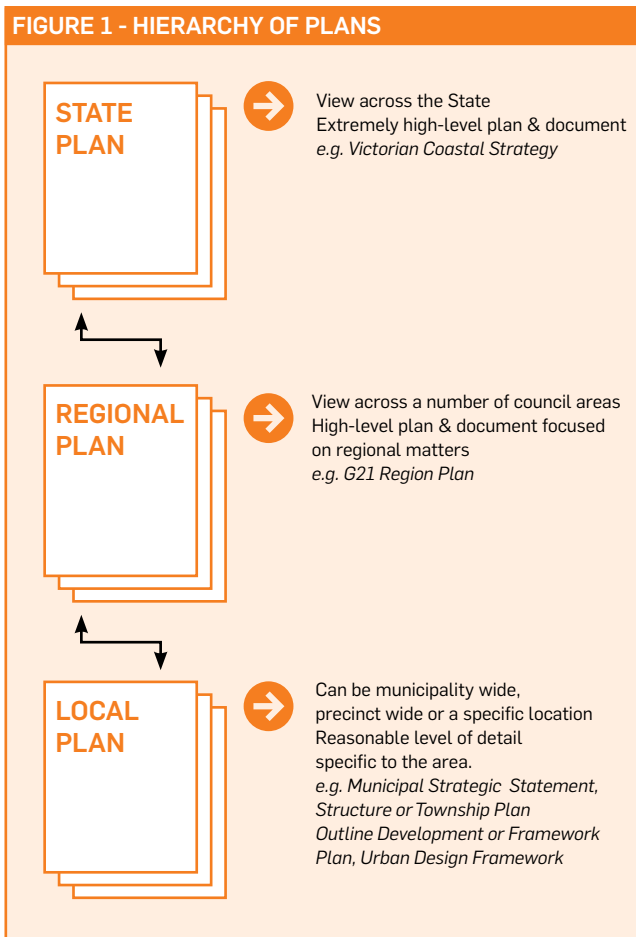
- identify opportunities for managing the future growth of population, employment and housing
- identify opportunities for supporting regional level infrastructure, providing an essential contribution to the long-term sustainability of the region
- identify natural assets which require protection.

MAP 1 - GROWTH PLAN AREA



# 1.0 INTRODUCTION

The Growth Plan provides a regional view of land use planning and growth, linking the Geelong Region Plan with State planning policy and strategies. It will guide land use planning at the local level and support resource decision making by a range of agencies. The Growth Plan will not provide localised direction. This is the role of local planning activities, including Structure and Outline Development Planning (see Figure 1).



## 1.2 WHAT DOES THE REGIONAL GROWTH PLAN DO?

The Growth Plan provides a strategy that retains the quality of our lifestyles while building a lively, healthy, sustainable and safe region.

The Growth Plan provides a framework to manage the region’s growth and land use pressures. Covering the time period from now until 2050, it pulls together the strategic land use and growth planning already done across the region and builds on this to identify where future residential and employment growth will be accommodated and what critical infrastructure is required to support it. It contains a high-level implementation plan, including sequencing of land and key infrastructure, which will be used to guide regional and local planning activity across the region.

The Growth Plan seeks to respond to the key drivers emerging from research and consultation feedback including:

- retaining the unique identity of existing settlements
- the importance of transport in supporting regional growth and activity
- providing opportunities for employment and innovation
- protecting what we value about our region: farmland, environment, landscapes, lifestyle and culture
- the timing and sequencing of urban development and infrastructure provision.

## 1.3 STATE POLICY CONTEXT

The *G21 Regional Growth Plan* is one of eight growth plans being developed across the state in addition to the *Metropolitan Planning Strategy*. The Growth Plans have been prepared consistent with State policy, particularly the State Planning Policy Framework (SPPF). The SPPF sets out objectives and strategies that guide the:

- planning of our settlements, including land supply, housing, activity centres and employment areas
- protection of environmental and landscape values
- planning for coastal inundation, fire, flood and other risks
- management of our resources, agricultural areas and key infrastructure assets and provision of integrated transport.

# 1.0 INTRODUCTION

## 1.4 WHO WAS INVOLVED?

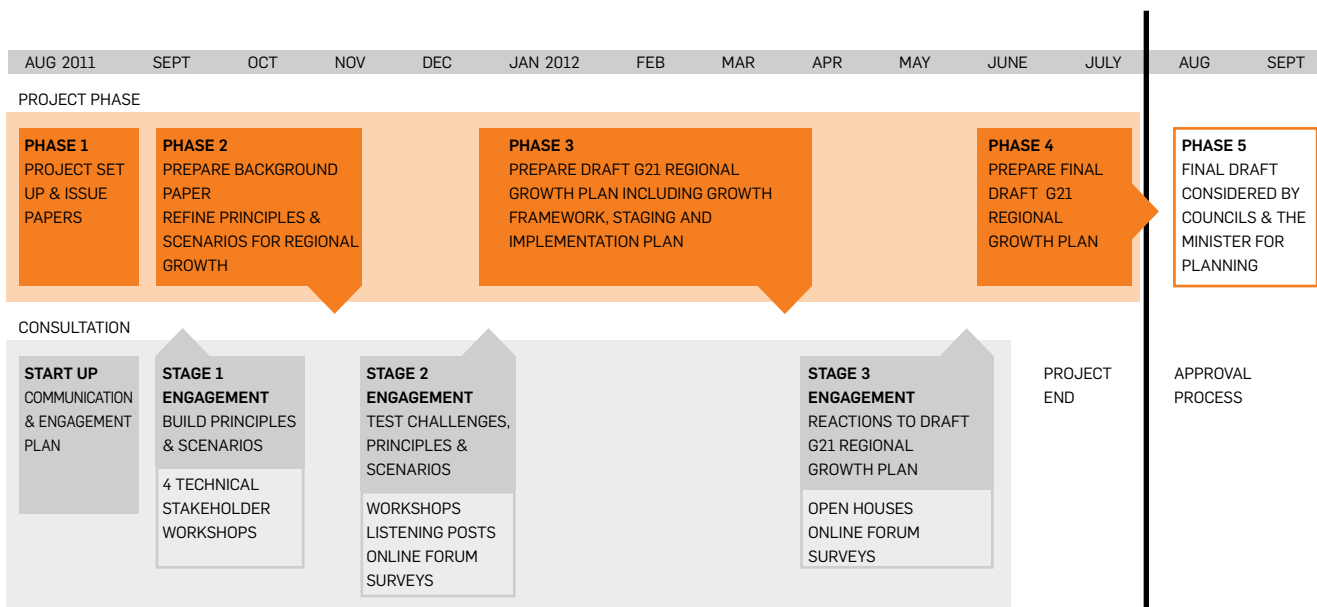
The Growth Plan covers the five G21 municipalities of Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire, Golden Plains Shire (southern portion only) and Surf Coast Shire. The development of the Growth Plan represents a partnership approach to regional planning between the G21 councils, regional lobby group the Committee for Geelong and State Government departments and agencies including the Department of Planning and Community Development (DPCD), Department of Sustainability and Environment (DSE), Department of Transport and VicRoads, Barwon Water and the Corangamite Catchment Management Authority (Corangamite CMA).

The Growth Plan has been developed following three stages of engagement and consultation. The first stage included workshops in September 2011 to identify the challenges associated with growth and to develop draft principles and scenarios for future growth. The second stage, over November and December 2011, involved seeking feedback from the G21 community on a set of draft principles and three growth scenarios. The third stage, over April and May 2012, involved seeking feedback on the draft Growth Plan.

This engagement was supported by a Background Paper and Issue Papers, which set out existing policies and strategies and bring together a range of information sources to identify and map our regional strengths and assets, constraints and opportunities.

The details of this feedback are provided in the **G21 Regional Growth Plan Engagement Report**.

**FIGURE 2 - PROJECT TIMELINE**



## 1.0 INTRODUCTION



### 1.5 COMPONENTS OF THE REGIONAL GROWTH PLAN

The Growth Plan is supported by:

- the **G21 Regional Growth Plan Background Report (Background Report)** providing more detail about the elements underpinning the development of the G21 Regional Growth Plan
- the **G21 Regional Growth Plan Engagement Report (Engagement Report)**, including a summary of feedback from the three stages of G21 community engagement on the challenges, principles and scenarios for growth
- **G21 Regional Growth Plan Issue Papers** - Population, Housing, Environment, Economic, Agriculture and Infrastructure.

### 1.6 LINKS TO PLANNING STRATEGIES, STUDIES AND PROJECTS

There are a number of projects and strategies which have a close relationship with the Growth Plan. These projects and strategies focus on more specific issues such as coastal management or economic development and or issues which cannot be resolved as part of the Growth Plan.

The **G21 Geelong Regional Plan - A sustainable growth strategy (2007)** provides the strategic direction in the areas of environment, settlement, land use, community strength and the economy. The **Geelong Region Plan** provides the framework and basis for the Growth Plan.

### Current Planning Strategies and Studies

There are a number of planning projects and studies now in progress that are relevant to the Growth Plan principles and directions. Reviews of the Growth Plan to new data, information and strategic directions as they arise from these projects. The more significant current planning projects at the regional level include:

- Metropolitan Planning Strategy and Western Growth Corridor Plan, including the Avalon to Werribee Corridor review
- Great South Coast and Central Highlands Regional Growth Plans
- G21 Economic Development Strategy
- Water Plan 2013-2018, Barwon Water
- Corangamite CMA Regional Catchment Strategy and sub strategies
- Barwon Health Services Plan
- Geelong Regional Airport Feasibility Study
- Central Geelong Vision II project
- Victorian Strategy for Healthy Rivers, Estuaries and Wetlands
- Victorian Coastal Strategy Mid Term Review
- Regional, Local and Boating Coastal Action Plans
- South West Victoria Landscape Assessment Study
- Coastal Management Plans prepared by Great Ocean Road Coast Committee and other coastal Committees of Management
- Management Plan reviews, such as the Barwon Region Waste Management Plan
- Integrated Fire Management Planning Project
- G21 priority and other projects.

## 2.0 CONTEXT

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## 2.0 CONTEXT

**The purpose of the Growth Plan is to ensure growth is managed in a way which protects, and builds on, the region’s strengths, unique character and significant natural assets. Growth should provide housing choice, employment opportunities, health and wellbeing initiatives and efficient utilisation and provision of infrastructure.**

### 2.1 GROWTH IN THE G21 REGION

The three largest regional centre municipalities, Greater Geelong, Ballarat and Greater Bendigo are expected to account for almost 40% of all population increase outside metropolitan Melbourne to 2031 (*Victoria in Future 2012*). Projections forecast a growth rate of 1.6% for the region over the next 15 years. Research on growth in the G21 region by Macropplan suggests growth rates over the next decade of between 1.5% and 2.0% per annum can be expected and in response to major investment, could achieve 2.5%.

The Growth Plan does not predict a growth rate or forecast population size at specific periods in time. Instead, it accepts there will be steady growth in the region and that the population is likely to reach, and potentially exceed, 500,000 in the next 30-40 years.

Population growth in the region is occurring as a result of:

- people moving from Melbourne and other regions in Victoria
- natural population increases (that is, births exceeding deaths)
- migration from other states and countries
- more people choosing to stay in the region
- people permanently moving to coastal holiday homes.

This increase in population will bring advantages and challenges. As the number and diversity of residents increases there is potential for expanded environmental, social and cultural services and experiences, together with economic growth opportunities. Planning and managing growth is essential to ensure the impacts are minimised and to enable the many economic and social benefits to be achieved across the region.

More information on population growth can be found in the *Background Report*.

### 2.2 THE G21 REGION

#### Our people

The G21 region is a significant population centre, having the largest population of all non-metropolitan regions in Victoria. The people of the region are, and will continue to be, one of the key drivers of growth and development. As the region grows, the picture of its demographic and socioeconomic make up is also likely to change. These changes will present opportunities as well as challenges in planning for the region’s population.

The population is expected to age significantly with the baby boomer generation reaching retirement age. The combined effects of youth leaving the region and a rapidly ageing population will result in a high dependency ratio, with proportionally more children and retirement age residents relative to working age residents. For the G21 community, this means developing the cultural, career and lifestyle amenity of the region to retain young adults and attract new workers to the region.

The types of households we live in have changed significantly in recent decades, both in size and composition. There are more people living alone or as a couple without children, resulting in smaller households. The region’s predominant housing type, however, remains single detached dwellings. These trends, together with population growth, will drive demand for more diverse housing choices that reflect our changing household compositions and sizes.

#### G21 Regional Growth Plan Background Report

The *Background Report* provides a more detailed discussion on the key challenges and implications for the region for each of the following themes:

- population
- housing
- environment
- economy
- agriculture
- infrastructure
- climate change.

## 2.0 CONTEXT

### Our economy

The G21 region has an increasingly diversified economy, with traditional strengths in agriculture, manufacturing, construction and tourism. While the nature of manufacturing has changed over the years, moving away from heavy manufacturing and into more advanced materials and processes, the sector still provides around 20% of the region's value added production.

Over the next 10 years, the region will face skill shortages. Driven by a decreasing birth rate, globalisation of the workforce and the retirement of the baby boomers. Dealing with skill shortages will involve retaining and educating our existing labour force as well as attracting working age residents to the region.

Sheep, beef and dairy are the main agricultural activities with some broadacre cropping and horticultural activities. The agriculture sector is expanding into more intensive agriculture, such as poultry, which will enhance existing food processing activity in Geelong and Colac.

The region houses a significant number of unique tourism assets and events, including, world recognised destinations such as the Great Ocean Road and Bells Beach. It offers a wide range of experiences, such as coastal, food and wine, nature, cycling and walking experiences. The number of visitors to the region is expected to rise to over nine million by 2030.

Infrastructure provides the pathways for goods, services, information and people to move into and through the region's economy. The G21 region has strong transport infrastructure with an appropriate capacity to service the existing population and expected growth in the short to medium term.

However, improvement to infrastructure is required to realise the economic potential of the region, ensure the region is well placed to accommodate future growth and improve our quality of life.

Local, State and Federal governments have already made significant infrastructure commitments to the region, including Regional Rail Link, the duplication of the Princes Highway West, the roll out of the National Broadband Network and the Geelong Cultural Precinct. These commitments will influence the long term settlement and economic structure of the region.

### Our environment

The G21 region comprises some of the most spectacular landscapes in Victoria, including coastlines, marine areas, forests, lakes and wetlands. These natural assets are the foundation of the region, providing extensive ecological, social, cultural, recreational and economic values. Past development and regional economic growth have been largely underpinned by these assets.

The region's parks, rural and urban areas contain a rich Indigenous and post-contact cultural heritage that requires recognition, protection and preservation. Some of the more significant Indigenous sites in the region include the You Yangs, the foothills of the Otway Range and our coastline. Protection of significant sites from disturbance is important as is the involvement of the Traditional Owner groups who play an active role in cultural heritage management.

As the climate changes, our region will have warmer temperatures, increased evaporation and a reduction in rainfall. Our coastal areas will be vulnerable to sea level rise and surge and increased risk of bushfire. Our farming land may become relatively more productive compared to other parts of Victoria and Australia. Climate change projections for the region carry uncertainty, with the effects unfolding over time. It will be necessary to maintain focus on identifying and filling information gaps, providing for resilience across the region and ensuring the G21 community has the ability to adapt.

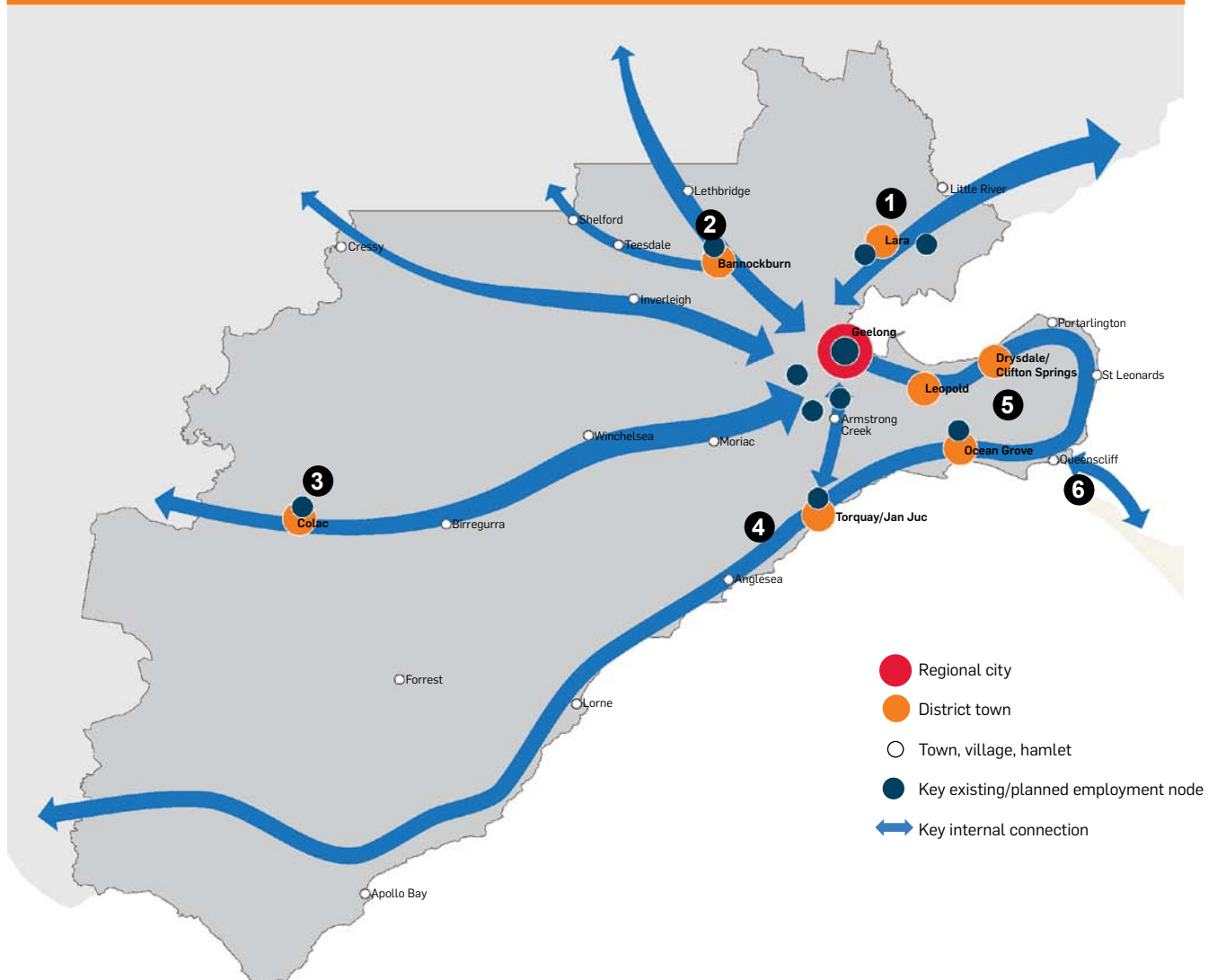
The region's earth resources have the potential to provide sources of renewable energy, reducing our green house emissions and meeting the increased demand for energy. Renewable resource mapping and investigations suggest that the region's strength is in geothermal power.

With more people living, working in and visiting the region, more services and supporting infrastructure will be required. Maintaining the region's liveability and protecting our unique and finite natural, tourism and farming assets as we grow will be a significant challenge.

Based on feedback from the broader community and stakeholders, the Growth Plan needs to ensure that our natural and aesthetic assets and lifestyle character, which make the region attractive to residents and visitors, are maintained and enhanced. This includes our coastline and beaches, township settings and public parks and reserves.

## 2.0 CONTEXT

MAP 2- ROLES AND FUNCTIONS WITHIN THE REGION



Within the region, there are a number of roles and important linkages between district towns and Geelong.

### 1 North East Gateway

The townships of Lara and Little River are located in this corridor, as well as the key employment nodes of the Geelong Ring Road Employment Precinct (GREP) and Avalon Airport. This part of the region contains productive farmland and has a strong connection to Melbourne and the Western Growth corridor. It is also the gateway to the You Yangs, Brisbane Ranges, Ballarat and Bacchus Marsh.

### 2 North West Gateway

Bannockburn provides larger lifestyle lots and affordable housing options with services for smaller outlying towns and rural areas, including Lethbridge, Shelford, Inverleigh, Teesdale and Batesford. These settlements also provide low density residential lifestyle options. This part of the region contains productive farmland and a regional airport. Many residents commute to Geelong for employment.

### 3 Western Gateway

The area surrounding Winchelsea to Colac has a significant agricultural role and supports a number of small towns, such as Forrest, Moriac and Birregurra, which provide important housing lifestyle options and niche tourism activity. Colac plays a district town role, providing food production activity and services to settlements within the rural hinterland, including the Otways and Great Ocean Road, and is a gateway to the Great South Coast. The Princes and Hamilton Highways and freight rail lines provide connections to the west and north through Cressy and into the Golden Plains Shire and the Central Highlands region.

### 4 Great Ocean Road

Torquay/Jan Juc is the largest coastal centre in the region, acting as the gateway to the Great Ocean Road coast and home to an international surf industry. The towns along the Great Ocean Road to Apollo Bay are tourist destinations, experiencing significant peak holiday populations and related infrastructure and community pressures.

### 5 Bellarine Peninsula

The larger towns of Ocean Grove and Drysdale/Clifton Springs provide significant housing opportunities and a range of services to smaller coastal towns. Towns on the Bellarine offer coastal recreation, food and wine experiences and holiday accommodation. They experience significant population peaks and pressure on infrastructure and communities over peak holiday periods.

### 6 Queenscliff

Queenscliff provides an important harbour and ferry link to the Mornington Peninsula. Queenscliff is the location of unique defence force facilities and Marine Discovery Centre.

### Our small towns, villages and hamlets

The network of small towns, villages and hamlets contribute to our region's diverse settlement structure. They provide lifestyle options in attractive rural landscapes and support our farming, tourism and rural activities.

## 2.0 CONTEXT

# THE GREATER GEELONG MUNICIPALITY ACCOMMODATES OVER 75% OF THE REGION'S POPULATION.

### 2.3 THE ROLE AND FUNCTION OF GEELONG

Geelong is the G21 region's largest city, providing key services and employment activity for the whole region. The Greater Geelong municipality accommodates over 75% of the region's population and housing activity, including Victoria's largest single urban growth area in Armstrong Creek, proposed to accommodate over 50,000 people. Geelong also houses much of the business and industry infrastructure, along with the majority of the region's workforce.

Over the last 10 years the drivers of economic growth in Geelong have been the health care, education, construction and retail sectors. Geelong has many comparative strengths and natural advantages that will ensure growth into the future. Strengths include proximity to Melbourne, transport infrastructure and the diversity of our economy and labour force.

The decline of traditional manufacturing in Australia has affected the region's job base. Despite this, a vibrant manufacturing sector remains, supported by a transition to higher technology production and niche products. Manufacturing is a key contributor to the regional economy with a significant skill base and high level of innovation.

Current trends indicate a continuation of growth in the health, education and construction sectors. The opportunity exists for Geelong to be a leader in new, smarter technologies and production methods arising from our strengths in advanced manufacturing and our extensive knowledge and education assets.

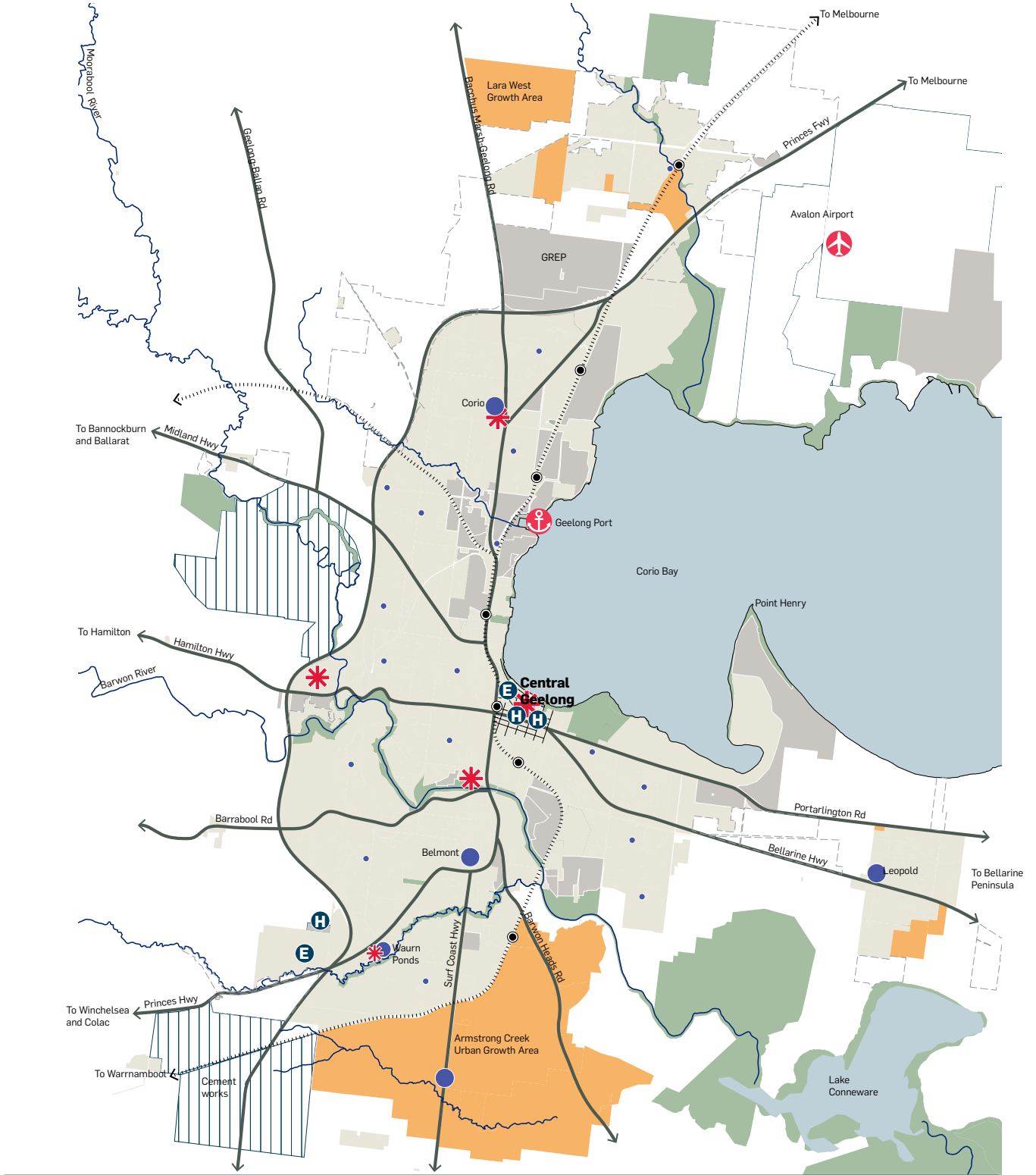
Geelong is a major infrastructure hub, with international air and sea ports linked with state and national road and rail networks, including the Geelong Ring Road and Princes Freeway, Geelong Port and Avalon Airport. Geelong operates as a 'food portal' within the region, providing major food and agricultural product processing activity and related distribution through this network and regional saleyards.

As Victoria's second largest city in the fastest growing region, Geelong is the primary service centre in the south-western half of the state, playing a key support role to Melbourne. With its close proximity to the State's capital, Geelong is increasingly being seen as a major urban growth location within the broader Melbourne context. The western growth area of Melbourne is experiencing rapid growth and this will have an impact on the region in terms of infrastructure and services utilisation.

It is extremely important that employment opportunities are fostered as the G21 region grows. This employment growth enables residents to work in close proximity to home without the need for long commutes. The region also has the capacity to provide employment, health and education services for some of the western growth areas, giving residents an alternative to travelling to Melbourne.

# 2.0 CONTEXT

MAP 3 - GEELONG CONTEXT



- Existing urban area
- Existing industrial area
- Urban growth areas
- Infill growth areas
- Earth resources
- Rural living
- Hospitals
- Higher education facilities
- Subregional centres
- Activity centres
- Key road connections
- Train line
- Train stations
- Rivers
- Major parks and reserves

## 2.0 CONTEXT

**As the impacts of a changing climate and increasing energy costs become apparent, how we manage and develop our settlements, particularly along our coastline, will become increasingly important. Responding to a broad range of social and economic issues, such as areas of disadvantage, ageing communities, loss of youth from the region, low housing densities and affordability for the existing and future G21 community, will be critical.**

### 2.4 CHALLENGES FOR THE G21 REGION

The G21 region faces a variety of challenges as it grows. The Growth Plan will need to consider how to manage these challenges and how to deliver infrastructure, services, jobs and homes for sustainable growth. The growth of the region to 500,000 people and beyond, coupled with the growth of Melbourne's west, will place pressure on the capacity of the region's transport, education, health, community and tourism infrastructure and on farmland and the natural environment.

Below are eight critical challenges identified by stakeholders which the Growth Plan seeks to address. These challenges require the Growth Plan to focus on sustainable solutions that are forward looking and innovative:

- Delivering land, infrastructure and services for identified growth
- Planning for and adapting to climate change
- Accommodating population growth without negatively affecting our unique environment and liveability
- Reducing our dependence on cars
- Education and building our skills
- Providing a variety of housing choices
- Managing land use conflicts
- Managing the expectations of the G21 community

More information on these challenges, how they were identified and why they are important can be found in the **Background Report**.

### 2.5 PLANNING FOR VICTORIA

#### **Metropolitan Planning Strategy**

The Victorian Government is preparing a new **Metropolitan Planning Strategy** to manage Melbourne's growth and change over the next 30-40 years. The strategy will consider new housing and business locations, housing choices, transport accessibility, economic growth, environmental protection and infrastructure and services to support growth.

As the strategy develops over the next 12 months, it will be important that it connects to the key elements of the Growth Plan and ensure that the strong links between metropolitan Melbourne and the G21 region are maintained and enhanced.

A series of Growth Corridor Plans are being developed for Melbourne's growth corridors. The Western corridor, which includes Werribee and Melton, potentially provides for an additional 290,000 people and 130,000 jobs. This growth, along with planning for the Regional Rail Link and Outer Metropolitan Ring Transport corridor, will forge stronger connections and relationships between regions, particularly between Geelong, Melbourne's west and the Hume corridor.

This will have implications for the movement of people for employment and housing, the treatment of the boundary between Geelong and Werribee and the role of the Werribee to Avalon corridor.

## 2.0 CONTEXT

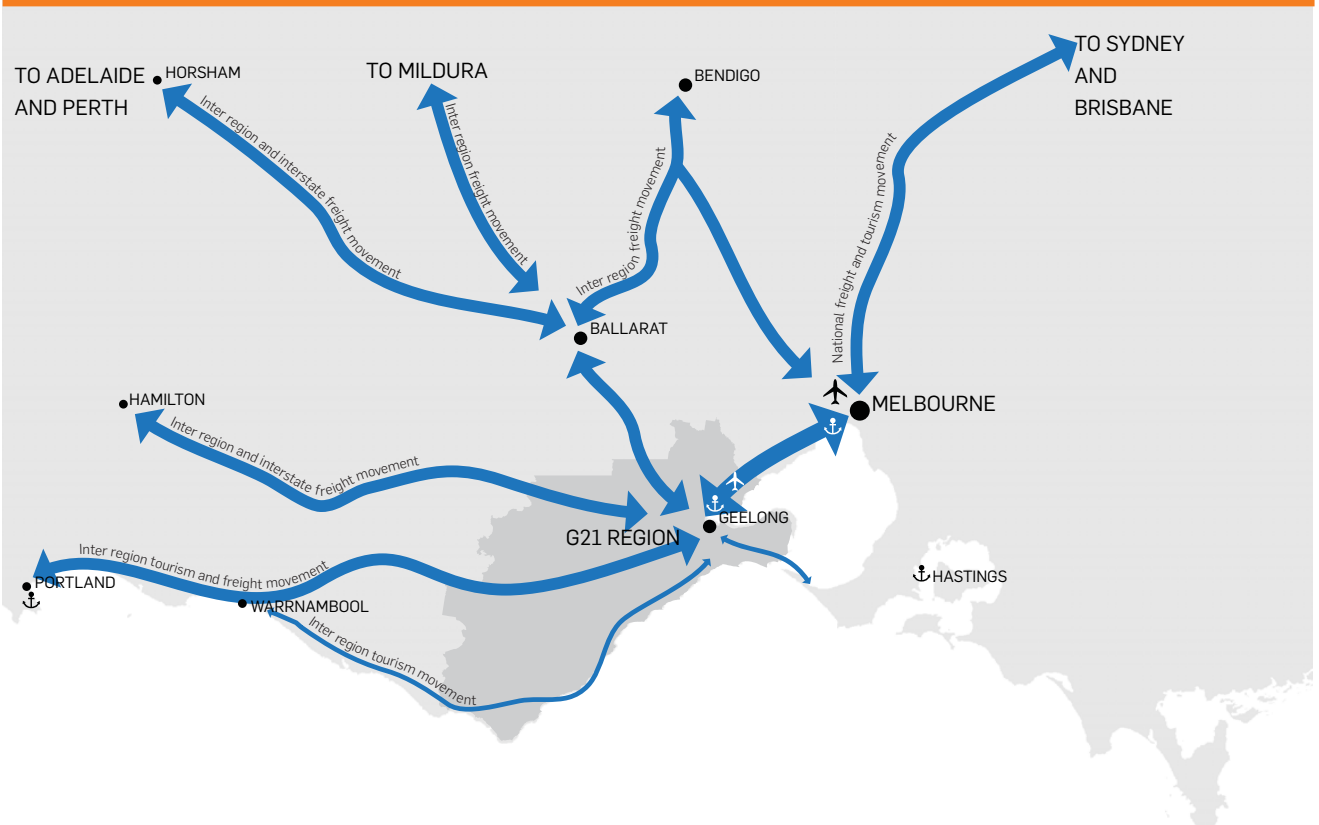
### Regional Growth Plans

The **G21 Regional Growth Plan** is one of eight Regional Growth Plans envisaged for Victoria and the first to be developed. As other regional plans evolve, it will be vital that connections across regional boundaries are identified and managed. The plans relevant to G21 are the Great South Coast Plan and the Central Highlands Regional Growth Plan.

The G21 region has an important relationship with surrounding regions and regional centres, particularly Ballarat and Warrnambool. The growth of the dairy industry, offshore gas activity and wind energy projects in the Great South Coast region will generate significant activity between the regions. The growth of piggery and broiler farms to the region's north and their associated water infrastructure needs will place increasing importance on our relationship with the Central Highlands region.

Linkages along arterial roads and passenger/freight lines are important to the movement of freight and agricultural produce. They also provide access to employment, health, education and tourism. Appropriate recognition and enhancement of these linkages will be fundamental to maintaining economic prosperity in the G21 region and providing access to critical services.

MAP 4 - KEY LINKAGES OUTSIDE THE G21 REGION



## 3.0 THE GEELONG REGION PLAN

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## 3.0 THE GEELONG REGION PLAN

The Geelong Region Plan, developed by the five G21 councils and endorsed by all levels of Victorian government, provides a clear vision for the G21 region. It identifies and addresses the challenges the region faces in the areas of environment, settlement, land use, community strength and economy, as well as the need for change in the way we make things happen. The vision, the five regional directions and a range of policies provide the framework and basis of the G21 Regional Growth Plan's directions.

### 3.1 G21 VISION

The Geelong region is Australia's most desirable destination for living, visiting, working and investing; it is renowned for its vibrant cohesive community, exceptional physical environment and vigorous economy.

### 3.2 G21 REGIONAL STRATEGIC DIRECTIONS

The *Geelong Region Plan* identifies five directions to achieve the G21 vision. Within each of the five directions a number of growth and land use policies are identified.

#### Direction 1 - Protect and enhance our environment:

- Respond to the challenges of climate change
- Use our water resources more effectively
- Maintain and restore our natural assets
- Reduce our everyday environmental impacts
- Demonstrate environmental leadership

#### Direction 2 - Create sustainable settlements:

- Minimise the amount of land used for urban development
- Create a network of well designed, safe and healthy communities
- Achieve efficiency in people and freight movement
- Provide land for industry and commerce

#### Direction 3 - Strengthen our communities:

- Build strong and safe communities
- Encourage healthy and active lifestyles
- Increase appreciation of diversity, arts and culture
- Improve access to services, infrastructure and affordable housing
- Address disadvantage

#### Direction 4 - Refocus our economy:

- Respond to global competition
- Improve industry efficiency, innovation and commercialisation
- Reduce skills gaps and shortages
- Improve the operating environment for business

#### Direction 5 - Make it happen:

- Influence the way we think and act
- Work together to develop region-wide community benefits
- Use data to plan and measure progress

### 3.3 G21 PILLAR PROJECTS

The *Geelong Region Plan* delivers a strategic framework upon which the eight G21 Pillars and working groups undertake research, advocacy and implementation projects to deliver the G21 vision and regional strategic directions and policies.

The *G21 Regional Growth Plan* is one of these projects. The Growth Plan addresses the growth and land use implications of the Geelong Region Plan. There are a number of Pillar projects underway which address the broader environmental, health and wellbeing and economic challenges facing the region. These include the *G21 Economic Development Strategy*, Integrated Health Promotion and Community Strengthening project, the Moorabool River Restoration project, Regional Workforce Development Strategy and the Health and Wellbeing Strategy.

#### G21 Priority Projects

Fifteen projects are nominated as priority projects that are the focus of the Alliance, and are actively promoted to stakeholders including all levels of government.

The 2012-13 priority projects are:

- Addressing disadvantage
- Apollo Bay Harbour Precinct
- Armstrong Creek Urban Growth Area
- Avalon Airport - including international terminal
- Convention and Exhibition Centre
- Geelong Centre for Emerging Infectious Diseases
- Geelong Future Cities project
- Geelong Ring Road connections
- Geelong Ring Road Employment Precinct
- Great Ocean Road upgrade
- G21 Regional Trails project
- Portarlington Safe Harbour
- Regional Research and Information Centre
- Transport links to Melbourne
- Yarra Street Pier reconstruction

## 3.0 THE GEELONG REGION PLAN

### 3.4 IMPLICATIONS FOR THE GROWTH PLAN

The Growth Plan deals with a broad range of issues, particularly, those with land use and spatial implications, and sets out the framework for how the G21 region will look and function to 2050. It does not provide specific detail around regional development issues, including economic development, population dynamics, skills and community development and initiatives for protecting and enhancing our environment. These issues are addressed through the implementation of the *Geelong Region Plan*, G21 priority projects and the G21 Pillars.

The key land use implications of the *Geelong Region Plan* which the Growth Plan addresses include:

- minimising the impact of human settlement on the environment and protecting significant landscapes and natural assets
- planning and considering adaptation for climate change impacts in the region
- establishing 40% of new dwellings through urban infill at average densities of 20 dwellings per hectare in urban Geelong, regional activity centres and areas with good access to services and public transport by 2031
- securing the primacy of Central Geelong as the vibrant, dynamic regional focus for investment, retail, education, culture, leisure, commerce, services and higher density residential dwellings
- identifying and protecting land for future regional transport network and infrastructure requirements
- providing regional employment land to accommodate a minimum additional 54,000 new jobs by 2050
- stimulating and sustaining the expected growth of an additional 130,000 people and 57,000 new residential dwellings that drives G21's vision for the region.

More information on the growth and land use implications of the *Geelong Region Plan* can be found in the *Background Report*.

The *Geelong Region Plan* outlines the future role and function of settlements and employment areas within the G21 region. The Growth Plan accepts the identified growth roles but uses DPCD settlement descriptions instead. These roles and descriptions are outlined in more detail in the *Background Report* and summarised in **Figure 5**.

### 3.5 RELATIONSHIP TO THE GROWTH PLAN

The vision, directions and policies of the *Geelong Region Plan* provide the framework for the Growth Plan and specific direction on managing growth across the region. The Growth Plan builds on the *Geelong Region Plan* and strengthens it through:

- the development of principles for managing growth
- acknowledging the key role played by the region's strategic assets
- bringing together the planned level of growth from adopted local structure plans as developed by the G21 councils
- identifying potential areas where the region could grow beyond the planned growth to reach a population of 500,000 and beyond
- providing a high level overview of major infrastructure needed to support the growth of the region.

### 3.0 THE GEELONG REGION PLAN

**FIGURE 5 – GROWTH ROLES AS DESCRIBED BY THE GEELONG REGION PLAN AND DPCD**

Town/Centre	Geelong Region Plan role	DPCD preferred role
Geelong	Regional city - over 100,000 people	Regional city
Colac, Bannockburn, Lara, Leopold, Drysdale/Clifton Springs, Ocean Grove and Torquay/Jan Juc	Regional centre - between 10,000 -100,000 people	District town
Winchelsea, Anglesea, Apollo Bay, Barwon Heads and Queenscliff/Point Lonsdale	District town - between 2000 - 10,000 people	Town
Avalon Airport, Geelong Port, GREP and Central Geelong	Regional employment centre	-
Colac, Apollo Bay, Torquay, Ocean Grove, Drysdale/Clifton Springs, Armstrong Creek, Waurm Ponds and Bannockburn	Subregional employment centre	-

#### 3.6 G21 ECONOMIC DEVELOPMENT STRATEGY

The draft **G21 Economic Development Strategy** identifies the key initiatives ('game changers') that are most critical in driving beneficial socioeconomic growth for the region by:

- prioritising economic development opportunities that will 'build value' into the regional economy and which are based on the region's competitive advantages
- identifying opportunities that will lead to an increase in prosperity and regional standards of living by providing for a more diverse economy with broader skills capability
- becoming a sought after region of choice and innovation and an alternative high-level service centre to Melbourne.

The identified sustainable regional competitive advantages are:

- proximity to Melbourne
- connectedness of the region via the G21 Alliance
- manufacturing, health, education and research sectors
- a unique environment that supports lifestyle and tourism
- infrastructure including rail, Geelong Port, Avalon Airport and the Geelong Ring Road
- land available for growth and agricultural production.

The draft **G21 Economic Development Strategy** identifies five 'game changers' for further investigation. The game changers build on the region's competitive advantages:

- 1. Completion of the Ring Road with Surf Coast, Bellarine Peninsula, Bannockburn and Colac connections**
- 2. Geelong City Centre reactivation**
- 3. Coordinated delivery of critical infrastructure to support growth**
- 4. Globally significant innovation and research centre**
- 5. The G21 region is open for business.**

The draft **G21 Economic Development Strategy** is currently being finalised following a community engagement process and has been used as a reference to inform regional aspirations. The strategy and further information can be found at [www.G21.com.au](http://www.G21.com.au)

# 4.0 THE G21 REGIONAL GROWTH PLAN





## 4.0 THE G21 REGIONAL GROWTH PLAN

The Growth Plan is intended to provide direction on where future growth should occur and has been informed by analysis, investigation and feedback received during engagement with the G21 community. It brings together the current planned growth picture and a number of elements from three growth scenarios which provide the most appropriate responses to the challenges and growth principles. The Growth Plan accommodates a regional population of 500,000, with capacity to respond to additional growth activity in the longer term.

### 4.1 INTRODUCTION

The Growth Plan sets out a growth framework for the next 40 years. The key aspects of the Growth Plan include:

- principles for growth
- building on the region's strategic assets
- building on our identified planned growth
- a proposed plan for managing settlement growth and key land uses
- identification of the major regional level infrastructure required to support growth.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.2 PRINCIPLES FOR REGIONAL GROWTH

The purpose of the principles for growth is to guide the future direction of growth within the region consistent with the G21 vision and five regional directions. The following principles were developed over three workshops held in September 2011 and affirmed during the second stage of engagement:

#### 1. OPTIMISE INFRASTRUCTURE AND CONSOLIDATE



Maximise capacity and leverage off existing infrastructure and services, particularly near central retail and transport nodes. Minimise additional land used for residential, commercial and industrial purposes by harnessing under utilised land and buildings in our settlements. Develop new infrastructure and services to facilitate consolidation and growth.

#### 2. DIVERSITY, KNOWLEDGE AND INNOVATION



Build and support diversity and innovation through a range of affordable education, housing types, service provision, technology, employment and social opportunities. Create a resilient and robust region that seeks, and is open to, new opportunities and lifelong learning.

#### 3. UNIQUE AND CONNECTED COMMUNITIES



People feel part of their communities and celebrate their sense of place. Ensure growth enhances choice, health and wellbeing, liveability, amenity and diversity. Communities can easily participate in arts, culture, sport and recreation, encouraging healthy lifestyles. Provide affordable access to housing, services and facilities consistent with settlement role and function.

#### 4. PROTECT, RESTORE AND ENHANCE OUR UNIQUE ENVIRONMENT



Protect, restore and enhance the quality of our land and marine areas, waterways, biodiversity and soils. Ensure development minimises risks and impacts on the environment and landscape. Plan for and adapt to changes in our climate.

#### 5. FOOD, WATER AND ENERGY SECURITY



Promote new opportunities in farming, fisheries and energy in a changing climate. Harness our existing energy and natural resources to promote a productive, robust and self-sustaining region while protecting and enhancing our farming and natural assets as we grow.

#### 6. LIVE, WORK AND PARTICIPATE LOCALLY



Create jobs to utilise our skills within the region. Promote learning of new skills to support increasing employment diversity. Encourage our communities to invest and be involved in the region.

# 4.0 THE G21 REGIONAL GROWTH PLAN

## 7. BUILD OUR ECONOMY



Diversify the G21 region economy and create jobs through building on our competitive strengths, including tourism and agricultural land resources and economic, social and natural assets. Ensure there is sufficient employment land, infrastructure, skills and education facilities to respond to growth and support changes in our economy.

## 8. ACCESSIBLE TRANSPORT CHOICES



Provide a broad range of integrated and sustainable transport choices which are flexible, reliable and connect residents, workers and visitors to the services and facilities they need.

## 9. BALANCED, CONSISTENT AND COLLABORATIVE APPROACH



Use the collective power of people in the G21 region to bring about change. Use inclusive engagement processes to create a balanced, transparent and consistent approach to planning and growth.



## 4.0 THE G21 REGIONAL GROWTH PLAN

# THE G21 REGION HAS MANY IMPORTANT PHYSICAL ASSETS WHICH FORM THE FOUNDATIONS OF OUR ECONOMY AND COMMUNITY'S HEALTH AND WELLBEING

### 4.3 G21 STRATEGIC ASSETS

The G21 region has many important physical assets which form the foundations of our economy and our community's health and wellbeing. Our significant natural and landscape assets frame the region's settlements and define the attractiveness, lifestyle, recreation and tourism opportunities they offer.

Many of these assets contribute to more than one of the roles identified above. For example, the Great Otway National Park is both a tourism asset and a natural asset. Similarly, Avalon Airport is both a transport asset and a significant employer for the region. Fundamental to the way we manage growth will be the protection and enhancement of these assets.

The Growth Plan builds on our assets to support growth (highlighted on **Map 5 - Regional Strategic Assets**). This is not an exhaustive list, but identifies the key assets which will help build and support growth across the region. The map does not include a number of important natural assets, many of which occur on private property and at a scale not readily mapped at a regional level. Further detail on a range of assets, including natural assets, can be found in the **Background Report**.

The Growth Plan has ensured that growth activity avoids important natural assets, environmental risk areas and rural and employment buffers. A 'Givens' map was produced during Stage 1 of engagement and enabled the identification of areas in the region that are relatively unconstrained for future growth.

The 'Givens' are factors, such as parks and reserves and areas at risk of bushfire or flooding, which are not negotiable and must be considered in the growth planning process. The 'Givens' are underpinned by the six Issue Papers and were informed by existing strategies and policies, data and maps.

Further detail on the 'Givens' can be found in section 3.2 of the **Background Report**.

The key **Regional Strategic Assets** include:

#### **Transport corridors**

The region's existing transport corridors provide connections within and outside the region. They are the foundation for our strong economy and allow capacity for growth. Recently built and planned infrastructure improvements, such as the Geelong Ring Road, Regional Rail Link and Princes Highway duplication, will support the long term growth of the region. The key transport assets include passenger and freight rail, highways, ports and harbours.

#### **Significant tourism routes and assets**

The region is a major tourism destination, a valuable competitive advantage which contributes to the region's economy, and offers a wide range of tourism and recreation opportunities from the coast, food and wine, nature and walking/cycling experiences and events. Our regionally significant tourism routes are shown on Map 5, in addition to our National and State Parks.

#### **Significant earth resources**

The region includes a number of natural resources and extractive industry operations that provide energy, construction materials, landscaping and agricultural products. The region's significant and longer life extractive industry sites are shown on Map 5.

#### **Predominant agricultural land uses**

Within the G21 region, dry land grazing (sheep, beef and dairy) is the main agricultural activity with some broadacre cropping and horticulture activities. The region's harbours provide important infrastructure to support fisheries activities in nearby waters. The predominant agricultural land uses are shown on Map 5.

#### **Health, higher education and research facilities**

The region is well serviced by regional education and health facilities. These facilities play a dual role of providing services to the community and contributing to the economy by being some of the largest employers in the region.

#### **Public parks and reserves, rivers, beaches and foreshores, wetlands and marine parks**

The region's network of parks and reserves protect key ecosystems and natural assets and enhance community physical, mental and spiritual wellbeing. They facilitate a range of recreational and tourism uses and include national parks, foreshore reserves, wildlife, flora and fauna reserves, State game reserves, recreation, racecourse and showground reserves, local ports, cemeteries and land set aside for marine aquaculture. These reserves incorporate waterways, wetlands, estuaries, catchments, the coast, bays and marine environments and also support terrestrial species, communities and habitats.

#### **Water supply and sewerage infrastructure**

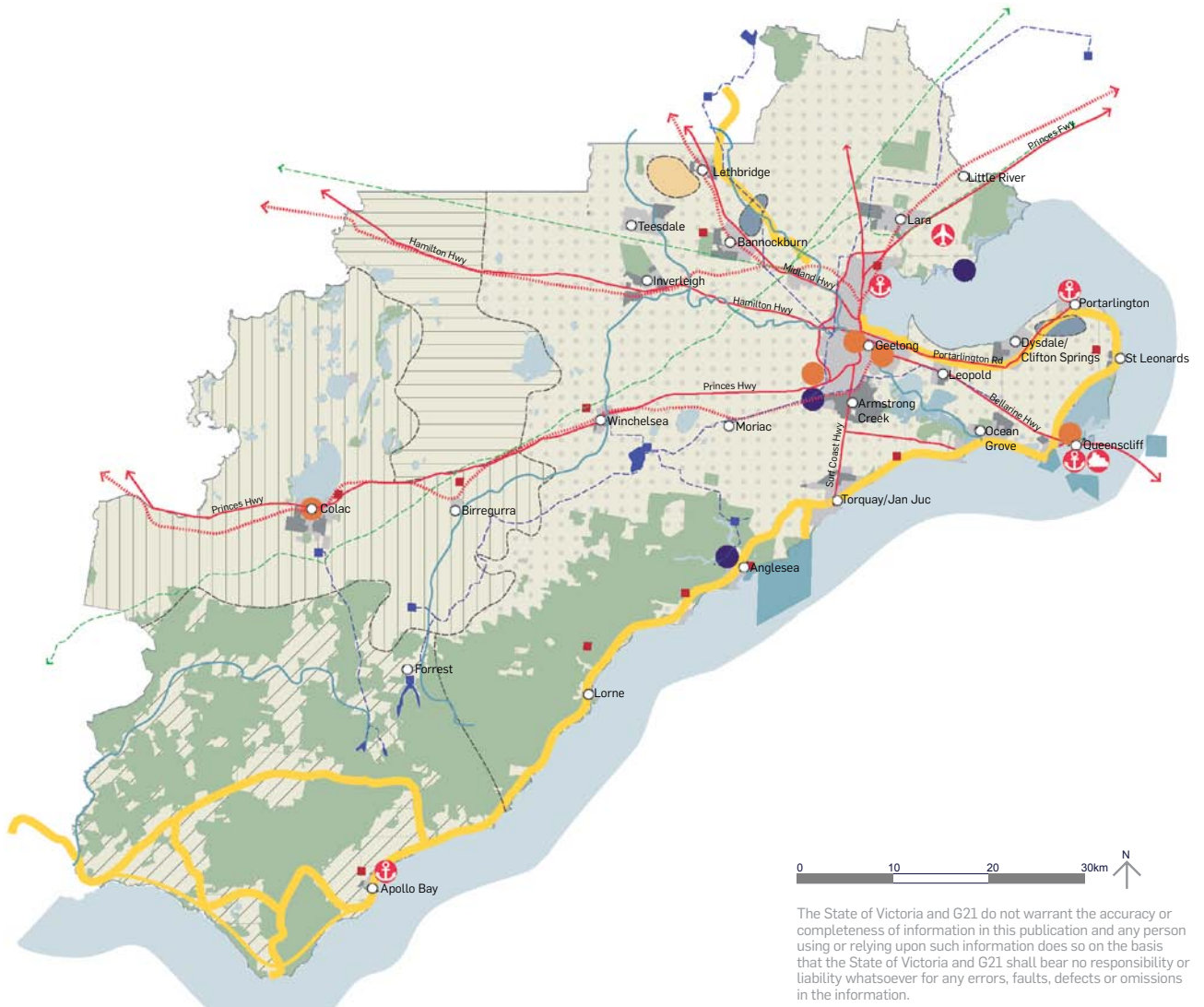
Our existing water and sewerage infrastructure, together with recent investments in new water sources and infrastructure, ensures the region's water supply is sufficient to meet residential and employment demand for a population of 500,000.

#### **Energy infrastructure**

Our existing energy infrastructure with ongoing upgrades and maintenance will not be a barrier to growth of the region to 500,000 people. Renewable resource mapping and investigations suggest that the region's strength is in geothermal power.

# 4.0 THE G21 REGIONAL GROWTH PLAN

MAP 5 – REGIONAL STRATEGIC ASSETS



**Transport corridors and assets**

- Road
- Rail
- Major airport
- Port or harbour

Significant tourism routes and trails

- Earth resources
- Health, education and research facilities

**Predominant agricultural land uses**

- Dairy and beef cattle
- Sheep
- Forestry
- Mixed farming and grazing
- Viticulture
- Poultry

**Natural assets**

- Public parks and reserves
- Major rivers
- Lakes, wetlands and coastlines
- Marine parks

**Water supply and sewerage infrastructure**

- Water infrastructure - reservoirs, mains
- Sewerage infrastructure - treatment and reclamation plants

**Energy infrastructure**

- 500kv line and main gas pipeline

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.4 IDENTIFIED PLANNED GROWTH

A regional picture of the growth planning undertaken by each council has been produced. Through local planning strategies, the G21 councils have mapped out 20-30 years' supply of zoned and strategically identified residential and employment land across the region. This data is consistent with unpublished data (DPCD, 2012), identifying 15 years' zoned and 17 years' identified residential land supply in the Greater Geelong municipality. This land will allow the region to grow to over 450,000 people and provides the base for the Growth Plan.

Map 6 provides a regional view of existing urban areas and current planned greenfield growth, known major infill opportunities and employment precincts.

The current identified growth areas have been selected through local planning processes that involved extensive community engagement. Central Geelong, Armstrong Creek, Ocean Grove, Drysdale/Clifton Springs, Leopold, Lara, Torquay/Jan Juc, Bannockburn and Colac are identified for significant growth. These settlements will contain the majority of new residents and jobs. They play an important role in supporting surrounding communities and our productive farming activity.

The planned growth is comprised of residential greenfield development, known major infill opportunities and employment precincts. Infrastructure development, such as water and sewerage, community services and public transport, will be required as the identified areas are developed.

The actual size of planned population is dependent on the ability of identified development sites to meet planned lot yields, the needs of the market and secure the necessary infrastructure in a timely and cost effective manner.

In addition to the planned growth, data suggests that about 40% of our housing activity is within established urban areas, known as infill development. It is anticipated that this trend will continue and that infill activity could accommodate an additional population of 40-80,000 people. This figure depends on the take-up of dwellings, supply of greenfield alternatives and the maturity of the market for townhouses and apartments. More information on this can be found in the *Background Report*.

**This planned growth provides an adequate supply of land in the region for the next 20-30 years. Based on existing commitments of infrastructure agencies and the land already identified as planned growth across the region, no new growth fronts are likely to be required within at least the next 10 years under either a base growth (1.5 - 1.7%) or higher growth (2.5% or above) rate scenario.**

The region has the potential to experience stronger growth activity. This is likely to come about as a result of major infrastructure investment projects which generate large numbers of jobs and spin-off activity. Accordingly, regional land monitoring is required to ensure that land supply needs can be met and the necessary infrastructure provided in a timely manner.

### 4.5 CRITICAL DRIVERS FOR GROWTH

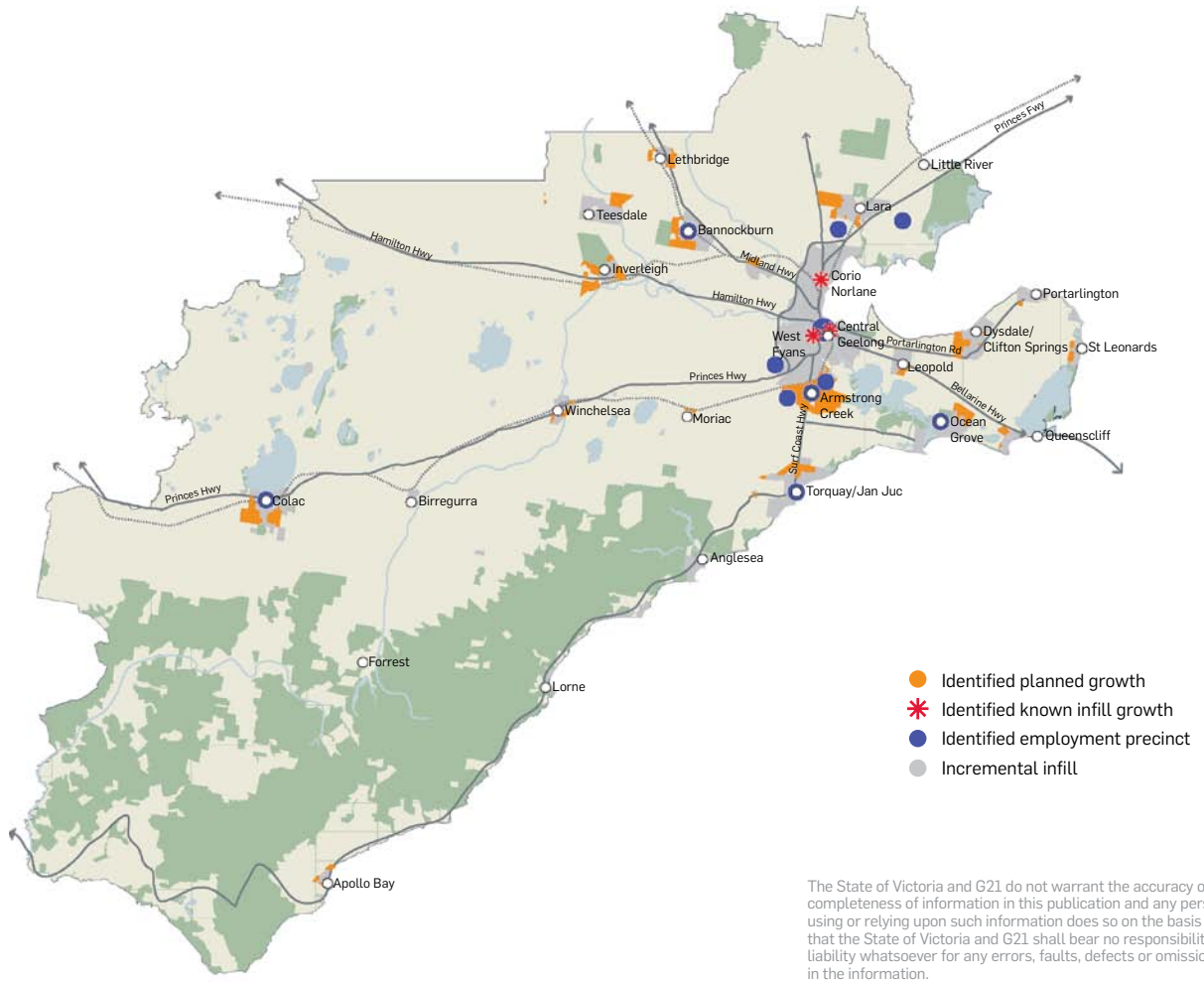
The critical drivers for managing and sustaining growth in the G21 region, as identified through existing strategies, including the draft *G21 Economic Development Strategy*, stakeholder commentary and research, are:

- an efficient and effective transport network that links towns and supports the movement of people and goods within the region to Geelong Port, Avalon Airport, Melbourne and surrounding regions
- a strong, diverse and growing economy and provision of regional employment opportunities
- adequate land supply in the region across various housing, industry and commercial market segments that provides for choice and affordability and which can respond to increased growth activity
- a healthy and vibrant Central Geelong
- infrastructure that supports existing and new communities and employment growth
- protection of our assets and the essential character of the region's natural, landscape and heritage setting with the right balance between economic, environment and social considerations.

## 4.0 THE G21 REGIONAL GROWTH PLAN

THE G21 COUNCILS HAVE ALREADY PLANNED FOR THE REGION TO GROW TO OVER 450,000 PEOPLE

MAP 6 - IDENTIFIED PLANNED GROWTH



Local Government Area	2011 Population	Planned Additional Population	Total
City of Greater Geelong	223,047	168,531	388,599
Surf Coast Shire	26,873	22,443	48,616
Golden Plains Shire	19,014	14,603	33,228
Colac Otway Shire	22,108	5377	27,474
Borough of Queenscliffe	3306	-	3306
<b>TOTAL</b>	<b>294,348</b>	<b>210,954</b>	<b>505,302</b>

These figures will be reviewed as additional information becomes available, including UDP 2011 data. Only settlements with planned growth are shown. Planned growth capacity in Structure Plans is generally intended to be taken up over a 20 year+ timeframe.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.6 A FRAMEWORK FOR GROWTH

The framework for growth responds to the G21 vision and the Growth Plan’s identified challenges, principles, identified planned growth, critical drivers and feedback received during community engagement. Central to the framework is:

- the creation of strong and robust centres and communities
- sustainably and efficiently building on our infrastructure, land and natural assets
- protecting our significant environments to create a distinctive region.

It also responds to the need to reduce the impact of growth on the region’s significant natural assets. It comprises elements of each of the three growth scenarios considered during the second stage of engagement, providing a mix of infill development and targeted new development areas.

The framework underpins the settlement, employment and infrastructure directions discussed in the following section. It provides for a strong central urban core networked to a number of larger district towns and centres on key transport spines which in turn are connected to, and support, a number of smaller settlements and villages.

It assumes that any new growth identified is managed to minimise impacts on significant landscapes and natural and cultural values and assets, including farmland.

Refer to **Appendix A** for more detail on the framework.

### 4.7 SETTLEMENT AND EMPLOYMENT GROWTH

The Growth Plan builds on the current G21 population of 290,000 and plans for a future population of 500,000 and beyond. It includes the planned growth already identified across the region by the five G21 councils, which is designed to avoid areas of natural risk such as coastal inundation, bushfires and flooding. The Growth Plan identifies targeted areas to cater for additional population growth to 500,000 and longer term growth areas if the region’s growth becomes more rapid.

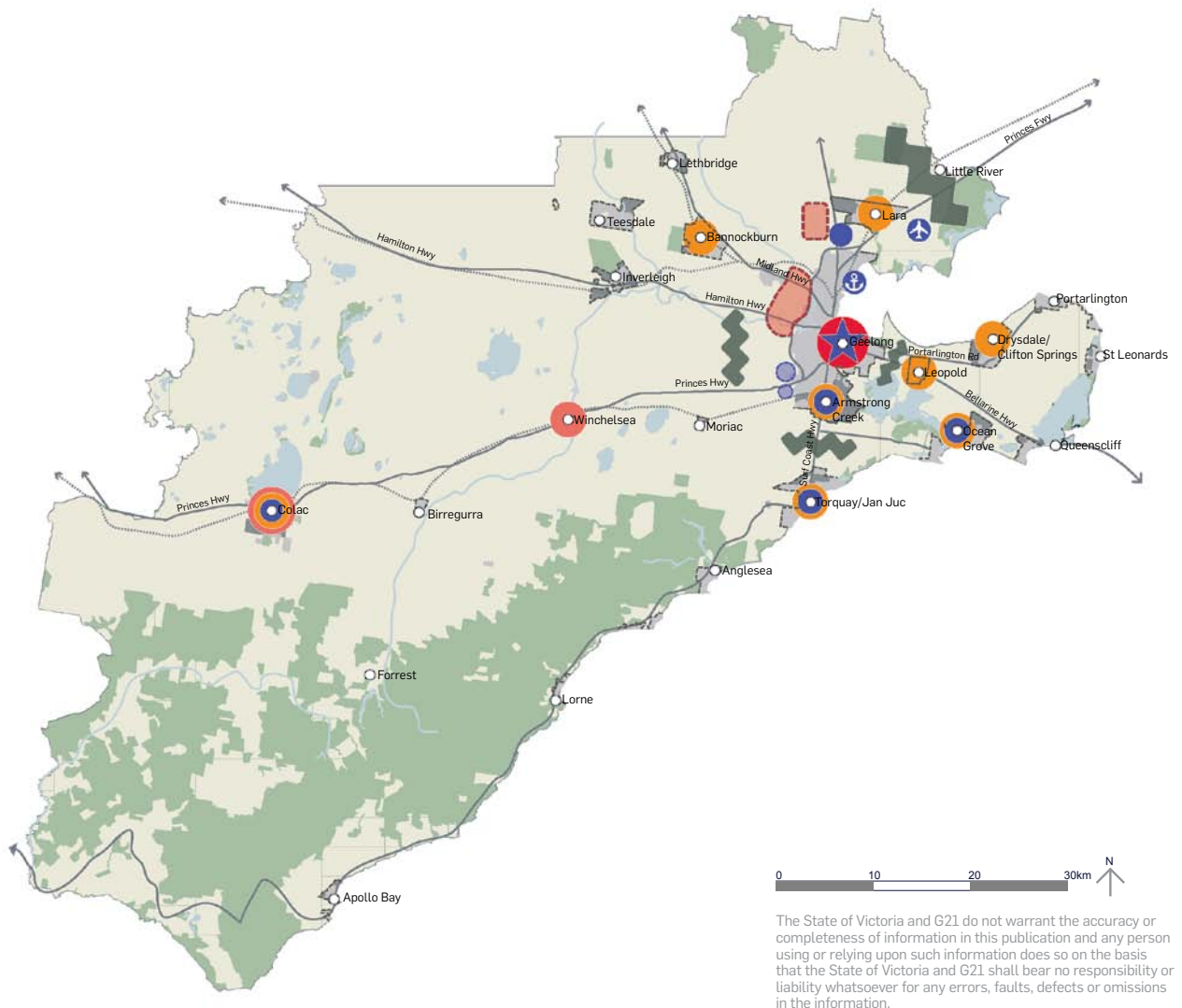
The framework for growth is reflected in **Map 7 - Settlement and Employment Growth Directions**.

FRAMEWORK FOR GROWTH	Addresses challenges page 18 and principles page 26
A strong regional city centre	Challenges 4 6 and Principles 1 7 8
Larger district towns located strategically across the region	Challenges 1 3 5 6 and Principles 1 7 8
Providing regional employment opportunities	Challenges 5 and Principles 2 5 6 7
Focus on consolidation	Challenges 1 2 3 4 5 and Principles 1 3 4 5 6 7 8
Longer term growth options	Challenges 1 7 and Principles 1 2
Optimising existing assets and infrastructure	Challenges 1 3 5 and Principles 1 5 6 7

**Note:** Principle 9 has not been assessed in the table but is an important part of future planning processes. Refer to section 6

## 4.0 THE G21 REGIONAL GROWTH PLAN

### MAP 7 – SETTLEMENT AND EMPLOYMENT GROWTH DIRECTIONS



The State of Victoria and G21 do not warrant the accuracy or completeness of information in this publication and any person using or relying upon such information does so on the basis that the State of Victoria and G21 shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions in the information.

#### ★ Reinforcing the role of Central Geelong as a regional city and Victoria's second largest city

Major infill is proposed to support the revitalisation and strengthening of central Geelong.

#### ● Supporting the growth of Geelong with a focus on infill housing opportunities

A focus on infill housing opportunities at targeted activity centres and Key Development Areas as identified in the Greater Geelong Planning Scheme.

#### ● Supporting planned growth and reinforcing the role of district towns

Encourage growth of district towns or centres consistent with existing Structure Plans/Growth Plans. With Armstrong Creek, this will accommodate a further 125,000 people over the next 20 – 30 years. Development of underutilised sites and urban infill is actively recommended within these settlements to ensure a range of housing choice.

#### ● Introducing new targeted growth nodes

Grow Colac to a town of 20,000 and Winchelsea to a town of 10,000. Further strategic work will need to be undertaken for both towns to identify the most appropriate areas for growth and to identify major incentives to support growth. These areas are not anticipated to be required until at least 2030-2040.

#### ● Identification of two Further Investigation Areas in Geelong

Potential development of these areas, is not likely to be required ahead of identified planned growth. They will require further assessment of suitability and capacity for growth and the monitoring of land supply within the region to determine timing. The Lovely Banks area near Lara potentially has a higher priority, given greater connection to Melbourne and links with proposed national transport logistics employment areas.

#### ● Strengthening and protecting the identified existing and planned employment areas (shown on map)

As well as tourism precincts and district town activity centres (not shown on map).

#### ● Maintain productive agricultural areas

Consistent with existing Rural Land Use Strategies and includes opportunities for broadacre cropping and livestock, intensive livestock and horticulture, irrigated agriculture, forestry and emerging agricultural activities.

#### ● Identifying new employment nodes

A new Education, Health and Research Hub at Deakin University, the long term potential employment hub at Waurm Ponds South, subject to further investigation, and the expansion of industrial employment areas in Colac and Winchelsea, subject to more detailed planning.

#### ● Identification of four key settlement breaks

Discussion provided in section 4.11.

#### ● Designation of settlement boundaries for all towns

The region's other rural and coastal settlements will continue to experience modest growth and play an important tourism and agricultural role to surrounding areas. Growth will be limited to identified structure plan settlement boundaries.

#### ● Maintain and enhance natural assets

Protect and build on our natural assets by maximising key opportunities to link and rehabilitate ecosystems and enable sustainable and planned productive uses. Sustain the health of our natural assets by considering future challenges in the management, planning and development of these assets.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.8 SETTLEMENT GROWTH

Within the Growth Plan, urban Geelong plays a central role in the region, built around a strong city core with strong nodes to the north and south located on key transport corridors. Central Geelong is, and will continue to be, the commercial, entertainment and cultural hub of the region and is targeted to support significant high density urban infill development.

Potential exists to contain a significant proportion of Geelong's population within existing settlement boundaries and to encourage infill opportunities in key development areas, including West Fyans Structure Plan precinct, and around activity centres. Incremental infill across urban Geelong will generate further significant housing opportunities, as will higher densities around district town activity centres. More information on infill development can be found in the **Background Report**.

Compared to traditional housing options, infill and innovative higher density housing options require more active encouragement. The development industry is currently not active in higher density developments within Geelong.

As the region grows, the economics of infill development are likely to improve and become more attractive and cost effective. This is discussed further in the **Background Report**.

The Growth Plan reinforces the role of a number of larger district towns and nodes for growth based on capacity, provision of land supply in key housing segments and the provision of goods and services to town catchments. The Growth Plan allows for growth of these centres to be contained to existing settlement boundaries as generally identified in Structure Plans. Allowances for minor boundary adjustments should follow a Structure Plan review process. Growth in these towns will enable a range of higher order services to be provided to the region and effective transport networks to and from these centres will be critical.

An opportunity has been identified for Colac and Winchelsea to grow beyond the current planned growth. Colac is the key town in the region's west and must continue to grow in order to provide a range of services to the surrounding areas. Growth of Winchelsea to a larger town role is a response to its greater accessibility by passenger rail services, planned highway duplication and proximity to Geelong. This allows Winchelsea to provide alternative lifestyle options and rural support services.

The region's other rural and coastal settlements will continue to experience modest growth as a result of take-up of holiday homes, infill development and demographic changes. These towns will continue to play an important tourism role and provide a range of services to surrounding areas, however growth is to be limited to identified settlement boundaries. The release of new Rural Living Zoned (RLZ) land is to be limited to that identified in Structure Plans and Rural Land Use strategies.

The **Appendix B** includes detailed directions and recommendations for urban Geelong, Bannockburn, Bellarine Peninsula, Colac, Lara, Torquay/Jan Juc and Winchelsea.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.9 FURTHER INVESTIGATION AREAS

The planning framework and principles support a focus on growing within our existing urban areas and the existing planned growth areas. This is important to maintain more compact urban environments and minimise travel distances. Building on existing or committed infrastructure, it provides for growth that is connected to existing communities where there is some service capacity and can encourage greater housing diversity.

The planning framework supports the need to provide capacity for the region to respond to higher rates of growth beyond 2050. Accordingly the Growth Plan has identified two potential Further Investigation Areas for longer term expansion of urban Geelong. These areas will support the capacity of the region to accommodate population growth beyond 500,000 and have been identified because of:

- the complexity of the region’s housing market and the ability of planned developments to secure the necessary infrastructure and meet intended lot yield and the needs of the market
- the difficulty of predicting the actual growth rate. Future growth rates are anticipated to be between 1.5% and 2.5% over the life of the Growth Plan. A higher growth rate of 2.5% could result in the need to develop these Further Investigation Areas earlier than anticipated to ensure the right mix of housing supply and choice. This reinforces the need to monitor land supply
- the opportunity to provide a competitive house and land market
- the need to ensure the range of housing options and market segments have sufficient supply to respond to market interest, demand and activity, particularly to the west of Melbourne.

These areas have been identified based on the degree to which they respond to a range of factors and considerations which are identified in more detail in the **Background Report**, including:

- proximity to existing major urban areas
- extent of existing, or access to, infrastructure and ability to integrate and connect efficiently to existing services and communities
- proximity to major employment and activity nodes
- capacity of owner/developer to deliver planned communities and housing diversity
- land use boundaries.

These areas are not likely to be required in the short term and will be subject to further infrastructure planning.

The identified Further Investigation Areas do not have definitive boundaries and have no formal status as ‘future development’ sites without further research. They require an additional rigorous process of assessment for suitability. Considerations such as the implications for major trunk infrastructure provision, including major transport infrastructure links, the ability to create connected, rather than isolated, communities, and timing, are to be part of the investigation process.

The **G21 Regional Growth Plan - Implementation Plan** (refer 6.0 Implementation and Delivery) provides direction on how these Further Investigation Areas will be considered, including linkages to land supply monitoring activity.

## 4.0 THE G21 REGIONAL GROWTH PLAN

# TO BUILD THE G21 REGION'S ECONOMY, PLANNING FOR EMPLOYMENT GROWTH NEEDS TO OCCUR ALONGSIDE PLANNING FOR POPULATION

### 4.10 EMPLOYMENT GROWTH

To build the G21 region's economy, planning for employment growth needs to occur alongside planning for population. Developing a broad range of employment options will support the development of a strong, resilient and robust economy. It will contribute to the overall liveability and attractiveness of the region and the health and wellbeing of the population.

It is anticipated that at least 80,000 jobs will be required to support and facilitate predicted regional population growth. This is based on an assumed one job per household and no net increase in employment travel to Melbourne or other regions. Provision of more diverse employment opportunities within the region, along with improved transport connections, will potentially reduce travel time to work.

Economic and employment growth in the region is expected to focus around existing core infrastructure strengths and vocational opportunities, including the following sectors:

- education, research and health with a focus on Deakin University and primary health providers
- services, freight and logistics based around Geelong Port, Avalon Airport and the GREP
- agriculture and food processing
- advanced manufacturing
- tourism
- the emerging low carbon/sustainability sector as identified in the *Low Carbon Growth Plan for Geelong* (Climate Works 2011).

Additional employment opportunities will be needed to support growth in Winchelsea and Colac.

The draft **G21 Economic Development Strategy** identifies a number of foundation strengths including:

- Colac Otway – eco-tourism, renewable energy research, agriculture (including dairy, grazing and cropping), forestry and food production
- Golden Plains - agriculture, specifically intensive agriculture (pig and poultry), broad acre grain farming and viticulture
- Borough of Queenscliffe – tourism and heritage
- Surf Coast – coastal tourism (surf culture), agriculture, including niche markets in pork production, beef, wool, poultry and stock feed crops
- Greater Geelong – health, research and education, advanced manufacturing, business, major employment precincts such as Avalon, Geelong Port and the GREP, food processing, livestock saleyards

These opportunities reinforce the need to protect key resources, including earth resources and agricultural land, particularly given the challenges of climate change, increased energy costs and food security. They point to the importance of sound policy that reinforces the role of rural land while allowing flexibility for tourism and other secondary income activities in targeted rural areas.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.11 SETTLEMENT BREAKS

The environments between urban areas play important roles in:

- water supply, agricultural production and long term food security
- accommodating our recreational pursuits
- economic activities, including tourism, airfields, stone and mineral resource extraction and opportunities for alternative energy sources and carbon farming
- accommodating our significant landscape and geological features and natural resources such as waterways, coasts, Ramsar wetlands, remnant vegetation and habitats
- framing our settlements and creating the distinctive character and settings valued by the G21 community.

The Growth Plan confirms the agricultural, economic and natural significance of these areas. In some cases, the outward growth of towns will be naturally contained by existing public land and the risks associated with natural hazards such as bushfire and coastal inundation.

Providing clear direction for these areas is extremely relevant for regional growth to ensure key functions are maintained and enhanced. These functions can include providing a network of parks and reserves, building on ecosystems and biodiversity and providing asset linkages and land for tourism opportunities and key infrastructure such as airports.

The importance and function of these areas has shaped the Growth Plan directions.

The purposes of the identified settlement breaks are:

#### 1. NORTH-EASTERN GATEWAY

- to ensure a strong visual identity and clear delineation between Geelong as a regional city and Melbourne as a capital city
- to protect significant views, grassland and wetland habitat areas, farming activities and strategic opportunities for employment linked with Avalon Airport, Department of Defence and quarry sites

#### 2. THOMPSON VALLEY

- to ensure a strong farmed landscape character between the urban areas of Armstrong Creek and Torquay, encourage rural production and maintain existing town identities

#### 3. BARRABOOL HILLS

- to protect National Trust classified landscape of cultural heritage significance. Rural production is the primary land use activity in addition to the small settlements of Ceres and Barrabool

#### 4. BELLARINE PENINSULA

- to ensure a strong farmed landscape character between Geelong and Bellarine towns, encourage rural production, maintain town identities and related tourism opportunities and minimise impacts on significant wetlands and coastal views.

Note: Settlement breaks have not been identified on Map 7 (page 27) around all settlements. The Growth Plan confirms the role and importance of settlement boundaries as identified in township structure plans. These boundaries are critical in creating breaks between settlements and preserving the natural and landscape values and settings of all towns and settlements in the region.

## 4.0 THE G21 REGIONAL GROWTH PLAN

# THERE ARE MAJOR INFRASTRUCTURE INVESTMENTS REQUIRED TO SUPPORT THE G21 REGION TO GROW TO 500,000 AND BEYOND.

### 4.12 MAJOR INFRASTRUCTURE REQUIRED

There are major infrastructure investments required to support the G21 region to grow to 500,000 and beyond. **Map 8 - Major Infrastructure Directions** identifies critical infrastructure required now and as we grow in the future. This infrastructure is important to move people and goods within and through the region and to support greater use of public transport options. The Growth Plan provides a high level overview of the key areas and corridors where upgrades to infrastructure and services will be required.

The items identified on **Map 8** are large regional items essential to support the population and economic growth. There are a range of more specific infrastructure items for urban Geelong, district towns and Winchelsea identified in **Appendix B**.

The **Delivery and Implementation** section of the Growth Plan also identifies key further work that is required to respond to a number of infrastructure challenges identified below.

The effective planning of key infrastructure is critical in responding to growth challenges and for driving and supporting future growth. The Growth Plan identifies the need to develop an **Implementation Plan** to ensure the coordinated delivery of essential physical and community infrastructure.

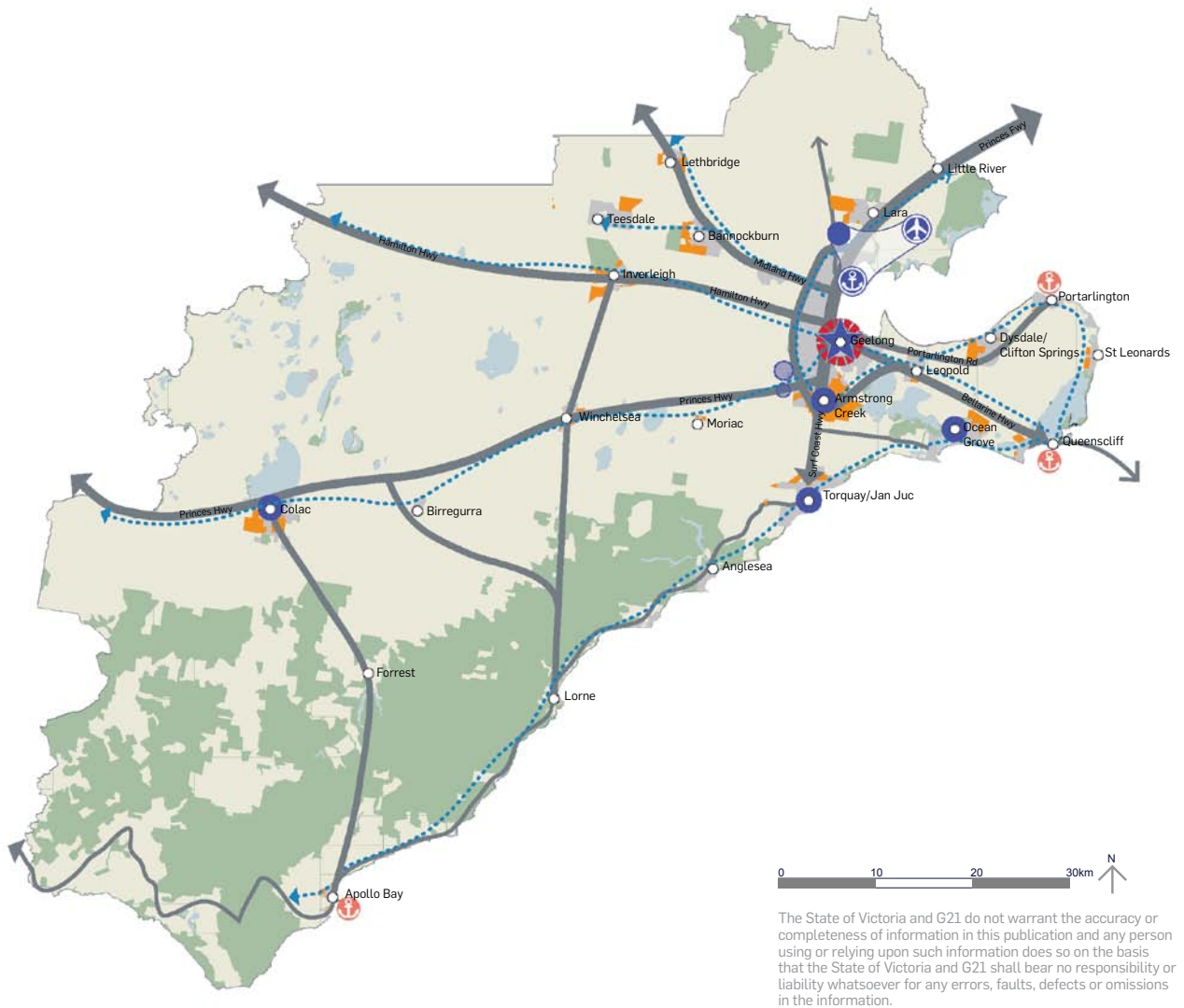
The **Background Report** provides further details of transport issues, opportunities and constraints.

The draft G21 Economic Development Strategy discusses a number of infrastructure gaps and challenges for the region as it grows, as well as key infrastructure priorities to deliver on the economic development 'game changers' including:

- Geelong Port operations limited by channel depth and gaps in rail and major arterial road connections
- general aviation facilities under provided in the region
- rail infrastructure – there are gaps in the broad and standard gauge freight network, limited peak passenger rail services to Melbourne, capacity issues within the Geelong - Armstrong Creek corridor (with a single line tunnel and stabling yard location) and issues with the extent of bus network coverage and its frequency. The current Regional Rail Link project, along with the investigation of a rail connection to Avalon Airport, will enable significant network improvements, support growth and drive economic activity. The Rail Revival Review (passenger services to Ballarat) and stabling yard relocation would further support growth
- road infrastructure – increasing congestion on the M1 corridor arising from continued population and employment growth will constrain travel between Geelong and Melbourne, especially during peak periods. The rural road network plays an important role in the region's economy, providing links between the farm gate and market, and will need to be maintained. Growth to the south of Geelong and on the Bellarine Peninsula will increase pressure on the existing road network in these areas. Within the Geelong CBD, east-west routes containing key freight traffic are in conflict with high pedestrian volumes. This must be resolved to enable the reinvigoration of the CBD through increased pedestrian traffic
- recreation and sporting infrastructure – there are gaps around boating, recreational fishing and non traditional sports. More diverse sporting pursuits need to be provided to support a sophisticated region as it grows
- tourism infrastructure – there is an identified need for convention facilities and major accommodation to grow and develop the region's attractiveness and visitation
- key centres without reticulated natural gas - such services will be important to expand business and industry growth in key locations
- limited fibre optic connections within the region beyond Geelong - improved information and communications technology and early rollout of the NBN will be critical for future investment.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### MAP 8 – MAJOR INFRASTRUCTURE DIRECTIONS



#### An efficient and equitable public transport, road and freight network leveraged off existing infrastructure

As the region grows, pedestrian, cycling, public transport, freight and car transport options are needed to match growth. Medium-term growth is supported by initiatives already implemented or committed such as Regional Rail Link and the duplication of the Princes Highway to Colac. Further investigations are needed to identify transport infrastructure and service solutions.

#### Providing infrastructure and services for planned growth areas and infill development

Given the number of growth fronts across the region, a sequencing plan will need to be developed to ensure the most cost effective ways to deliver community and physical infrastructure and services to support planned growth.

#### Development of a national transport and logistics precinct

Focus on developing the roles of Avalon Airport, Geelong Port and the GREP as key national and regional economic assets, including a potential intermodal facility along with efficient connections between them.

#### Strengthening Central Geelong

Continue to develop Central Geelong as a major regional city and Victoria's second city by supporting growth in the education, health and services sector, increasing the number of people living in the city and delivering key outcomes such as the convention centre, Yarra Street Pier, Cultural Precinct and Vision II initiatives.

#### Land and infrastructure for existing, and

#### future employment nodes

Needs to be provided across the region to enable people to work within close proximity of home, to promote economic growth and to support the development of agriculture and tourism.

#### The rollout of the NBN

Constantly growing new technology over the next 40 years within the region is essential to support the current functions and growth of the education, health and services sector in addition to other businesses and residents.

#### Building on the region's capability in education, knowledge and research

Support the growth of Deakin University, The Gordon, Barwon Health and other major education and health service providers and research organisations such as CSIRO.

#### Maintaining and improving natural infrastructure

To build landscape resilience and the environmental condition of the region's parks and reserves.

#### **Efficient and cost effective roll out of water infrastructure and services (not shown on map)**

Use of recycled water for irrigation and intensive agriculture will strengthen agribusiness in the region. This, as well as increased use of other alternative water sources, such as rainwater and stormwater, will provide environmental and liveability benefits and make our communities more resilient to future uncertainties such as climate change.

#### **Develop and build new renewable energy sources (not shown on map)**

Based on the region's strengths in geothermal power and wind energy.

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.13 HOW THE GROWTH PLAN DELIVERS THE GROWTH PRINCIPLES

The following is a checklist of the Growth Plan directions against the principles for growth.

PRINCIPLE	HOW THE PLAN DELIVERS IT
<b>1 Optimise infrastructure and consolidate</b>	<ul style="list-style-type: none"> <li>▶ Grows Central Geelong and district towns already identified for growth by building on existing/planned infrastructure and focusing growth along key road and rail networks</li> <li>▶ Supports the proposed national freight and logistics employment hub and recognises greater connection to the Werribee growth corridor and Melbourne</li> <li>▶ Provides for long term growth options that build on existing infrastructure</li> </ul>
<b>2 Diversity, knowledge and innovation</b>	<ul style="list-style-type: none"> <li>▶ Encourages growth of education and research hubs at Waurm Ponds and Central Geelong with Deakin, CSIRO, The Gordon and Barwon Health</li> <li>▶ Identifies the need for diversity and growth in employment, including health, education, freight and logistics</li> <li>▶ Encourages a range of housing types with a mix of infill and greenfield options</li> </ul>
<b>3 Unique and connected communities</b>	<ul style="list-style-type: none"> <li>▶ Supports communities and identifies key district towns across the region that can provide services to surrounding areas</li> <li>▶ Specifies the need for a significant settlement break between the G21 region and Melbourne</li> <li>▶ Provides for settlement breaks between towns to maintain their unique identities</li> <li>▶ Outlines the need for improved transport connections within, and outside, the region to enable communities to connect more effectively</li> </ul>
<b>4 Protect, restore and enhance our unique environment</b>	<ul style="list-style-type: none"> <li>▶ Focuses most growth in already identified growth nodes</li> <li>▶ Acknowledges the importance of maintaining and protecting the region's natural assets</li> <li>▶ Plans for the impact of climate change and avoids potential natural hazards such as coastal inundation, bushfire and flood</li> </ul>
<b>5 Food, water and energy security</b>	<ul style="list-style-type: none"> <li>▶ Ensures adequate protection of critical agricultural land, energy and earth resources required to support a growing population by primarily focussing development within existing township areas and directing growth to towns which provide rural services</li> </ul>

## 4.0 THE G21 REGIONAL GROWTH PLAN

PRINCIPLE	HOW THE PLAN DELIVERS IT
<p>6 <b>Live, work and participate locally</b></p>	<ul style="list-style-type: none"> <li>▶ Identifies a range of subregional employment nodes across the region to enable establishment of new businesses to provide employment and innovation opportunities</li> <li>▶ Identifies the need for improved transport options within the region</li> <li>▶ Encourages key district towns to provide key services to surrounding areas</li> <li>▶ Encourages infill development in Central Geelong and West Fyans and around activity areas within urban Geelong and district towns</li> </ul>
<p>7 <b>Build our economy</b></p>	<ul style="list-style-type: none"> <li>▶ Recognises the national freight and logistics hub to the north of Geelong, connecting Avalon Airport, Geelong Port and the GREP</li> <li>▶ Encourages growth in a range of employment sectors, including health, education and research</li> <li>▶ Promotes the need to revitalise and strengthen Central Geelong as a regional city and Victoria's second city</li> </ul>
<p>8 <b>Accessible transport choices</b></p>	<ul style="list-style-type: none"> <li>▶ Identifies the need for improved transport links that strengthen the connection to Melbourne and adjoining regions</li> <li>▶ Promotes improved transit and access within Geelong and the wider region, in particular to the subregional areas</li> </ul>
<p>9 <b>Balanced, consistent and collaborative approach</b></p>	<ul style="list-style-type: none"> <li>▶ The Growth Plan has been developed with input from a range of key stakeholders during three stages of engagement. The third stage included opportunities to comment and find out more information on the draft Growth Plan</li> <li>▶ The Growth Plan provides an <b>Implementation Plan</b> and review process</li> </ul>

## 4.0 THE G21 REGIONAL GROWTH PLAN

### 4.14 SEQUENCING OF GROWTH AND PLANNING

The sequencing of growth areas for housing and employment activity is an extremely important element of managing growth and is primarily linked to achieving efficient delivery of the social and physical infrastructure necessary for the sustainability and liveability of new communities. The Growth Plan provides a high level sequencing priority that will require further consideration as part of the development of the **Implementation Plan**.

Base infrastructure, such as water, sewerage, public transport, roads, schools, health facilities, libraries and other community services are critical for servicing existing and identified growth areas and for providing for community health and wellbeing.

Based on the Growth Plan principles, the sequencing of growth is driven by:

- existing infrastructure and service provider agency commitments and priorities for established communities and approved growth areas, including each municipality's community infrastructure investment priorities
- meeting the service and infrastructure needs of existing urban areas, including targeted urban regeneration areas critical for providing broader housing choices and activity centre revitalisation
- the efficiency and cost effectiveness of infrastructure investment and services rollout and the minimisation of cost burdens to the broader community
- facilitating economic activity and jobs growth in key sectors.

The sequencing of key planning activity and proposed development within the Growth Plan has been based on the above factors and consideration of current physical infrastructure commitments to existing growth areas. The plan identifies short, medium and long term priorities for planning and actual development.

The sequencing plan identifies a range of sequencing priorities within each time frame. These identify a servicing priority to existing urban areas and employment nodes and district towns ahead of longer term growth areas and smaller settlements, including unsewered towns.

It is extremely difficult to accurately determine how quickly the region will grow as many factors will have an impact on growth rates. Regular monitoring of the rate of development and land supply will be required to assist with the review of sequence priorities and the associated timeframes, including for Further Investigation Area planning and land release.

The **Implementation Plan** will provide greater direction around sequencing and timing of further investigation area planning and development, linked to sequencing priorities, infrastructure planning and land supply monitoring. More information on the **Implementation Plan** can be found in section 6.0 **Delivery and Implementation**.

## 4.0 THE G21 REGIONAL GROWTH PLAN

		<b>SHORT TERM 'PLANNED GROWTH'</b>		<b>MEDIUM TERM</b>	<b>LONG TERM 'OUT OF PLAN' DEVELOPMENT</b>
		<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Priority 4</b>
<b>DEVELOPMENT</b>		<p><b>Development within existing Residential Zoned Land and zoned employment nodes:</b></p> <ul style="list-style-type: none"> <li>▶ Level 1:               <ul style="list-style-type: none"> <li>- Urban renewal and major infill areas</li> <li>- Armstrong Creek Urban Growth Area</li> <li>- Ocean Grove</li> <li>- Jetty Road, Clifton Springs</li> <li>- Bannockburn</li> <li>- Colac</li> <li>- Lara</li> <li>- Leopold</li> <li>- Torquay/Jan Juc</li> </ul> </li> <li>▶ Level 2: Other district towns &amp; employment nodes</li> <li>▶ Level 3: Winchelsea</li> <li>▶ Level 4: Other sewerer towns</li> <li>▶ Level 5: Non sewerer towns &amp; areas</li> </ul>	<p><b>Development in identified growth areas within scheme implemented settlement boundaries or identified employment nodes:</b></p> <ul style="list-style-type: none"> <li>▶ Level 1: District Towns and employment nodes (including Deakin Employment Node and identified major agricultural nodes i.e Lethbridge intensive agriculture &amp; Thompson Valley irrigated agriculture areas)</li> <li>▶ Level 2: Winchelsea</li> <li>▶ Level 3: Other sewerer towns</li> <li>▶ Level 4: Non sewerer towns &amp; areas</li> </ul>	<p><b>Growth Plan identified further growth centres:</b></p> <ul style="list-style-type: none"> <li>▶ New Colac and Winchelsea housing &amp; employment growth areas</li> <li>▶ Preferred Further Investigation growth area consistent with the <b>Implementation Plan</b></li> </ul> <p><b>Other areas identified through new council Structure Plans</b></p>	<p><b>Other Further Investigation Areas:</b></p> <ul style="list-style-type: none"> <li>▶ Other Further Investigation Areas identified through <b>Implementation Plan</b> or Growth Plan review</li> <li>▶ Blue Circle, Waurm Ponds employment node</li> </ul>
	<b>PLANNING</b>	<p>Preparation of an <b>Implementation Plan</b> and the identification of a preferred Further Investigation Area</p> <p>Promote and facilitate urban renewal and major infill sites in identified centres and precincts</p>	<p>Planning for identification of new growth areas for Colac and Winchelsea</p> <p>Initial planning for the identified Further Investigation Area</p>	<p>Precinct planning for identified growth area</p> <p>Initial planning for any other identified Further Investigation growth areas</p>	<p>Precinct planning for other identified Further Investigation growth area areas</p>

# 5.0 ENGAGEMENT



THESE ARE THE PRINCIPLES FOR GROWTH ORIENTANT TO WHY?

Handwritten notes on a white sheet of paper:

- CLIMATE CHANGE
- EROSION
- ENSURE ADEQUATE TRAINING FACILITIES / FUNDING
- RUBBISH COLLECTION / REPAIRS
- ENSURE ADEQUATE TRAINING IN AGRICULTURE
- SOIL TRANSFER
- RAIL TRANSFER
- BRIDGES TRANSFER
- ENSURE ADEQUATE EMERGENCY SERVICES
- ENSURE ADEQUATE TRAINING IN AGRICULTURE

Steering Our Region

How could they be improved?  
The G21 vision  
The Geelong region is Australia's most desirable for living, visiting, working and investment. It is a vibrant, cohesive community, exceptional physical and vigorous economy.

## 5.0 ENGAGEMENT

**Three stages of community consultation and engagement were undertaken in the development of the G21 Regional Growth Plan. These engagement steps were a critical component in shaping the content and directions of the plan and its underpinning principles. A summary of the engagement activities, survey feedback and submissions is contained in the G21 Regional Growth Plan Engagement Report.**

### 5.1 STAGE 1 – WHAT WE ENGAGED ON AND HOW

This stage of engagement included targeted stakeholder workshops in September and October 2011 focused on:

- clarifying and checking data;
- identifying the challenges associated with growth in the region
- identifying the principles that would underpin the Growth Plan directions
- developing a range of scenarios for growth.

Participants included representatives from State and local government, a range of authorities and agencies, business and industry groups, environment groups, development industry representatives, resident groups and other community based groups.

### 5.2 STAGE 2 - WHAT WE ENGAGED ON AND HOW

This stage of engagement, held during November/December 2011 focused on testing and discussing regional growth challenges, nine draft Principles for Regional Growth, and three possible scenarios for regional growth identified and developed through the Stage 1 Engagement activities. This material was included in a project brochure, supported by a Background Paper and Issue Papers which included more detailed information about the project and our region including our population characteristics and trends, our economy and environment, assets and resources and how and where we live.

The six week engagement period included workshops and listening posts located around the region, static displays, surveys, polls and an online forum. During this period over 1700 brochures and feedback forms were distributed to community members and groups, business and industry representatives and other stakeholders. Over 240 people contributed to Stage 2 Engagement through participation in the workshops, completing surveys and providing written submissions.

The responses suggested there was general agreement that the challenges associated with growth were captured and that the principles, as a group, were necessary, important and desired by people within the G21 region. Scenario 1 'Growing in' and Scenario 2 'Shared growth' were equally the most preferred scenarios, with Scenario 3 'Growing out' least preferred.

The key response themes included 'striking a balance'; maintaining the unique character of the region's towns and landscape; environmental sustainability; transport infrastructure, including public transport; providing for education, jobs and economic growth; protecting our natural, cultural and agricultural assets; and the timing of land release and infrastructure provision.

The feedback from the first two stages of engagement helped develop and refine the key issues and challenges for the region and the draft Growth Plan principles that underpin the framework directions. These stages of engagement also helped to target further information required to respond to issues raised.

## 5.0 ENGAGEMENT

### 5.3 STAGE 3 – WHAT WE ENGAGED ON AND HOW

The main focus of the third stage of engagement was to gather feedback about the draft Growth Plan, including what people liked, what needed improvement and the level of overall satisfaction with the Growth Plan. The community was invited to comment on a draft Growth Plan and its directions for a six week period over April/May 2012. The draft Growth Plan was accompanied by a range of support materials and information including a '*Shaping our Region*' project brochure, supported by an updated *Background Report Paper* and *Issue Papers*. A summary of engagement activities and feedback from the first two stages was also provided.

The engagement period included a number of 'Open House' drop in information sessions around the region in addition to static displays, surveys, polls and an online forum. During this period over 1500 brochures and feedback forms were distributed to community members and groups, business and industry representatives and other stakeholders. Around 200 people contributed to this stage of engagement through participation in the information sessions, completing surveys and providing written submissions.

### 5.4 WHO HAS BEEN INVOLVED OVER THE WHOLE PROCESS?

Throughout the three stages of engagement over 250 people participated in workshops, world cafes and open houses around the region, with around 250 surveys or written submissions made. During each stage of engagement community members were able to register online or identify through surveys if they wished to continue to be informed about the Growth Plan. This enabled large numbers of people to be directly advised about the next project phase or engagement activity.

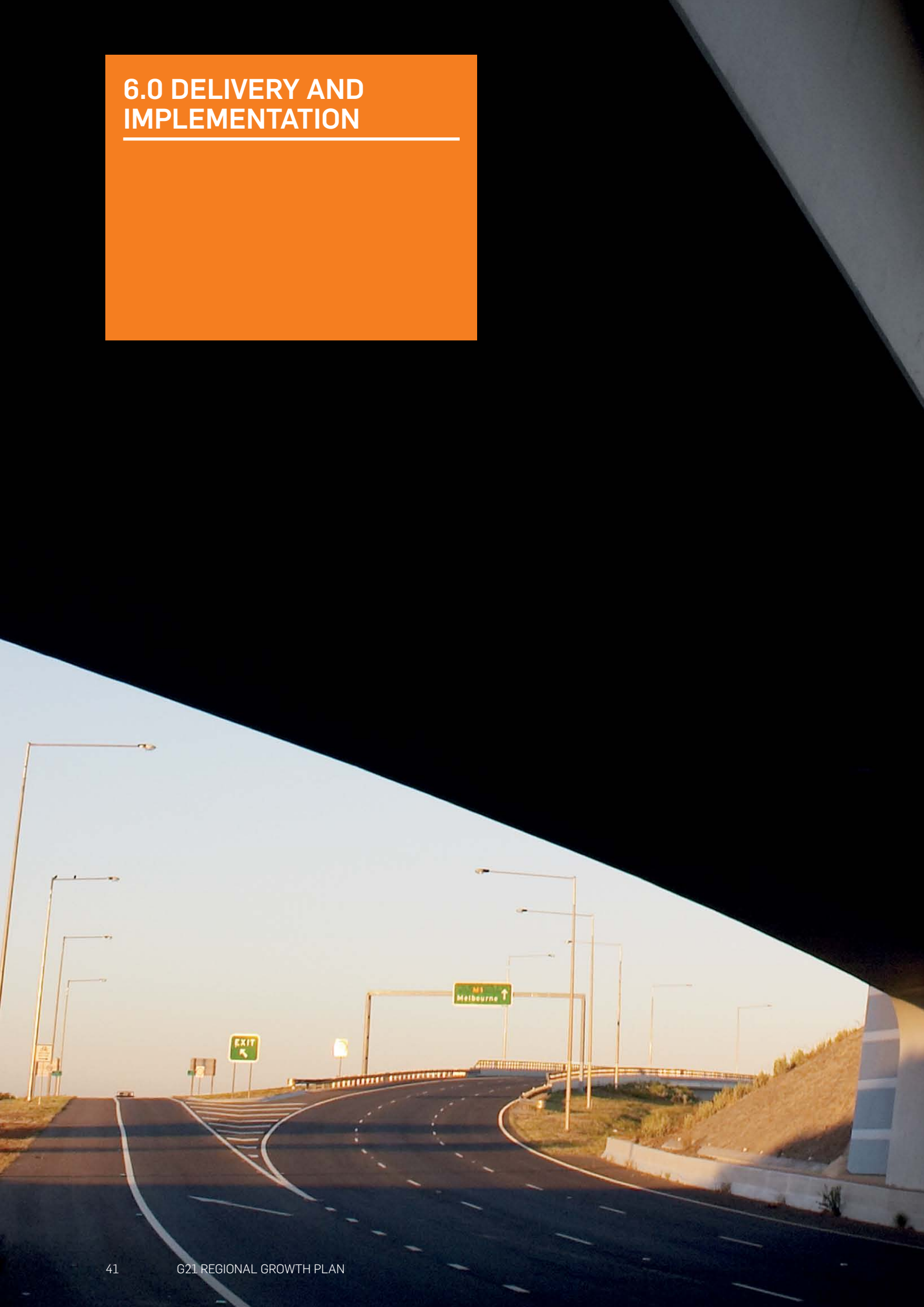
Those involved in the engagement activities represented a cross section of interests, issues and sectors and geographical areas. The majority of contributors identified themselves as community members with the remainder comprising business owners, local interest group representatives, developers and government.

Throughout the development of the Growth Plan a range of stakeholders have been directly engaged to assist in the gathering of data, identification of major issues and opportunities and identification of other key strategies or projects under consideration or development including:

- G21 councils and Pillar groups
- State Government departments - DPCD, DSE, DOT, DPI and DHS
- State Government agencies - Barwon Water, Corangamite CMA, VicRoads, Barwon Health and Colac Area Health
- Avalon Airport
- Deakin University and The Gordon

## 6.0 DELIVERY AND IMPLEMENTATION

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## 6.0 DELIVERY AND IMPLEMENTATION

A number of core actions have been identified for the successful application and implementation of the Growth Plan and are outlined in the following sections.

### 6.1 CONVERSION OF THE GROWTH PLAN INTO PLANNING SCHEMES

The key planning directions of the Growth Plan are to be implemented into the G21 council's planning schemes. The G21 councils will work in partnership with State Government to facilitate the required planning scheme amendment process and content as an immediate key priority.

The Growth Plan will be used to guide and inform future strategic planning work across the region, including subsequent reviews of each council's Municipal Strategic Statement (MSS).

**A region of over 500,000 people by 2050 will face significant challenges associated with asset management and infrastructure provision across the region. The effective planning and rollout of key infrastructure and protection of significant assets is critical to responding to the current growth challenges and for driving and supporting future growth. The development of an Implementation Plan to ensure the coordinated delivery of essential physical and community infrastructure is a high priority.**

### 6.2 A FOCUS ON COORDINATED PLANNING – DEVELOPING AN IMPLEMENTATION PLAN

Climate change and increased vulnerability to rising energy costs will impact how we use our productive land, design our buildings and suburbs, manage our coastline and related infrastructure and align our economy to opportunities around a low carbon future.

As the region grows, there will be a need to ensure sufficient land supply, affordable and diverse housing choices and effective transport networks while managing the impacts of our growth on our vulnerable environments and natural resources and in terms of waste generation and energy consumption. Future planning for the region will need to employ forward thinking, innovative and sustainable approaches including coordinated infrastructure provision.

The development of an *Implementation Plan* for the Growth Plan is considered critical to responding to the key regional challenges and Growth Plan directions around infrastructure provision, key asset protection and management and future growth area identification. The *Implementation Plan* will be used to provide greater certainty on infrastructure priorities, timing and responsibilities and sequencing of development. It will also be used to inform future decision making to assist in framework and precinct planning. The G21 councils will work in partnership with State Government to develop the *Implementation Plan* as an immediate priority for completion during 2012-2014.

Development of the *Implementation Plan* will involve working with service delivery departments and agencies at the Federal, State and Local level to determine how the key regional infrastructure projects can be delivered and the associated planning and funding responsibilities. It will confirm where and when the services will be provided and ensure other important strategic planning work being undertaken across the region is accounted for.

## 6.0 DELIVERY AND IMPLEMENTATION

The **Implementation Plan** will have a regional level focus and include consideration of the following;

### Infrastructure plan

- identify and prioritise the key regional level physical (transport, waste and utilities) and community infrastructure (major health and education, regional open space) projects required to deliver planned and future growth
- develop an infrastructure plan, sequencing plan and development framework
- identify the required steps to develop an infrastructure strategic investment plan.

### Further Investigation Area planning

- provide an analysis of the identified Further Investigation Areas and identify any preferred area(s) linked to the infrastructure plan directions
- identify timing of planning and land release triggers, key infrastructure contributions and requirements including those related to activity 'out-of-sequence' and high level development guideline criteria.

### Incentives

- explore incentives for urban renewal and infill and release of land within existing identified undeveloped growth areas for both housing and employment outcomes.

### Land Supply

- identify a land supply monitoring process to be used as a basis for Growth Plan and land release planning.

## 6.3 INTEGRATING WITH OTHER REGIONS

As part of planning for Victoria it is critical that the key directions of the eight Regional Growth Plans, Growth Area Authority planning and the **Metropolitan Planning Strategy** align. While the **G21 Regional Growth Plan** has been completed ahead of these other strategies it has been developed in the context that the G21 region has significant reliance on, and interactions and synergies, with, Melbourne and the adjoining regions in terms of transport movements for freight and travel to work, the access of key services, including education and health and the operation of our economy. It will be important that the key transport linkages and land use planning at the region interfaces are consistent and complimentary.

As other Regional Growth Plans and the **Metropolitan Planning Strategy** are completed, a priority will be for the G21 Alliance to work in partnership with State Government to ensure that the key planning and infrastructure directions of the Growth Plan align with other regional growth strategies.

## 6.4 LAND MONITORING

The capacity of our existing urban and identified growth areas requires monitoring to ensure that sufficient land supply is provided, including time required to plan and provide for housing and employment growth (commercial and industrial land use activity). Updated ABS census data, Victoria in Future data, existing G21 modelling tools and regular release of the Urban Development Program reports for the G21 region will be critical to this activity.

A robust land monitoring process should be investigated as part of the **Implementation Plan**.

## 6.5 PLANNING FOR FURTHER INVESTIGATION AREAS

The **Implementation Plan** will undertake an analysis of the identified Further Investigation Areas and surrounds for suitability for longer term growth. This analysis will consider a range of matters including:

- an integrated planning, infrastructure and environment impact assessment process linked to the infrastructure directions and priorities for the region
- capacity to positively integrate with existing communities, employment areas and infrastructure, including transport network connections, particularly with existing public transport and major cycle/pedestrian networks
- constraints on the area such as significant natural environments and landscapes, including Indigenous and European heritage
- potential opportunities and benefits of development such as providing housing diversity and affordability, providing local employment and enhancing the environment
- the quality of design and development outcomes such as creating community places and minimising water and energy use.

## 6.0 DELIVERY AND IMPLEMENTATION

### 6.6 FURTHER WORK REQUIRED BEYOND THE GROWTH PLAN

A number of issues have been identified during the development of the Growth Plan that require further detailed planning and investigation to support its broader implementation. The following planning projects are identified as further work requiring a regional focus as a result of the Growth Plan, while acknowledging that there are a number of adopted or new strategies under development which will identify important future infrastructure and environmental directions and priorities:

- Colac Otway Shire and Surf Coast Shire to review Structure Plans for Colac and Winchelsea to identify residential and employment growth options
- State Government working with City of Greater Geelong to ensure consistent planning outcomes for the settlement break between Geelong and Werribee
- State Government working with Golden Plains and Surf Coast Shires to plan for areas within Melbourne's peri-urban region on issues around population management, long-term strategic planning and structure planning of towns and future communities.
- G21 councils working in partnership with State Government to develop an approach for the application of rural zones and consideration of greater flexibility for land uses, such as tourism, which advance G21 regional goals
- G21 councils working in partnership with State Government to explore housing access, affordability, liveability and diversity
- State Government through DSE to develop a regional plan for public lands within the G21 region as part of a statewide public land strategy, addressing resilience to a range of challenges including climate change and population growth
- Development of a coastal hazard and vulnerability assessment and coastal adaptation plan for the coastline between Point Impossible and Cape Otway in partnership with key land managers and agencies.

Each council in the G21 region has also identified a range of further work for their district town(s) (refer **Appendix B**). The work identified is more locally based and not all of a regional scale or priority. The projects are critical to the growth of these towns and areas to enable them to reach their capacity and to respond to existing growth pressures. They are important to the overall implementation of the Growth Plan framework.

An ongoing partnership approach between G21 councils and State Government and its agencies is required:

- to facilitate processes to secure funding for or identify opportunities to undertake these further work activities
- ensure that the key directions of the Growth Plan are aligned with land management strategy and planning activities undertaken by other agencies and groups, particularly those involved in managing and protecting our key natural assets including:
  - our parks, coastal and marine assets and resources
  - our land biodiversity and water catchments.

### 6.7 REVIEW

The Growth Plan is intended to be a living and adaptable plan, able to respond to new data and information as it arises, including information from state or regional strategies and programs.

It is recommended that this Growth Plan informs any subsequent review of the Geelong Region Plan and that the Growth Plan is reviewed every three to five years. Based on the principle of a 'balanced, consistent and collaborative approach', any review process will involve broad community and stakeholder engagement.

## 6.0 DELIVERY AND IMPLEMENTATION

### 6.8 IMPLEMENTATION SUMMARY

The key implementation actions, priorities, partners and responsibilities are summarised below:

ACTION	PRIORITY	TIMING	LEAD RESPONSIBILITY	KEY PARTNERS
1. Planning Scheme Implementation of RGP	▶ High	▶ 2012	▶ DPCD	▶ G21 councils
2. Implementation Plan	▶ High	▶ 2012-2014	▶ G21 - Planning & Services/Economic Pillar	▶ G21 Regional Growth Plan project partners
3. G21 council MSS reviews	▶ Medium	▶ To coincide with MSS review cycles	▶ G21 councils	▶ DPCD
4. Integrating with other regions	▶ High	▶ 2013	▶ DPCD	▶ G21
5. Land monitoring	▶ High - Medium	▶ Ongoing from 2013 ▶ Post <i>Implementation Plan</i> completion	▶ G21 Planning & Services Pillar	▶ DPCD
6. Further Investigation Area planning	▶ Medium	▶ To be determined after completion of actions 2 and 5	▶ City of Greater Geelong	▶ DPCD
7. Further work	▶ Medium	▶ 2012-2020 ▶ Dependent on funding and project partnerships	▶ G21 councils/State Government	▶ DPCD ▶ DSE ▶ Parks Victoria ▶ Relevant coastal boards/CoM ▶ CMAs
8. Review	▶ Medium	▶ 2015-2017	▶ G21 - Planning & Services Pillar	▶ G21 Regional Growth Plan project partners

# APPENDIX A

## APPENDIX A - FRAMEWORK FOR GROWTH

<b>A STRONG REGIONAL CITY CENTRE WILL:</b>	<b>HOW:</b>
<ul style="list-style-type: none"> <li>▶ Provide employment and a vibrant, active centre</li> <li>▶ Support a diversity of housing and accommodation choice</li> <li>▶ Better utilise infrastructure and provide sustainable transport options</li> <li>▶ Build on the region's competitive advantages</li> </ul>	<ul style="list-style-type: none"> <li>▶ Reinforcing the role of Central Geelong as Victoria's second city</li> <li>▶ Supporting the growth of Geelong with a focus on infill housing opportunities</li> <li>▶ Strengthening and protecting existing major employment nodes</li> </ul> <p>Other supporting activities - Geelong Future Cities Project, Geelong Convention and Exhibition Centre and Yarra Street Pier</p>
Addresses: Challenges <b>4 6</b> and Principles <b>1 7 8</b>	Illustrated on: Maps <b>7 8</b>
<b>LARGER DISTRICT TOWNS LOCATED STRATEGICALLY ACROSS THE REGION WILL:</b>	<b>HOW:</b>
<ul style="list-style-type: none"> <li>▶ Distribute the benefits of growth such as improved access to services and facilities, including health and education</li> <li>▶ Respond to demographic/socio-economic disadvantage</li> <li>▶ Support surrounding towns and rural areas</li> <li>▶ Create efficient provision and use of infrastructure</li> <li>▶ Reduce car trips to other centres for employment</li> <li>▶ Create more vibrant and diverse communities and improve community health and wellbeing</li> <li>▶ Take residential pressure off rural and coastal areas</li> <li>▶ Create capacity for housing choice, employment options and opportunities for innovation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Supporting planned growth and reinforcing the role of district towns</li> <li>▶ Introducing new targeted growth nodes</li> <li>▶ Limiting growth in other rural and coastal settlements</li> <li>▶ Designating settlement boundaries for all towns</li> </ul>
Addresses: Challenges <b>1 3 5 6</b> and Principles <b>1 7 8</b>	Illustrated on: Map <b>7</b>
<b>PROVIDING REGIONAL EMPLOYMENT OPPORTUNITIES WILL:</b>	<b>HOW:</b>
<ul style="list-style-type: none"> <li>▶ Create a robust, diverse and resilient economy and job growth for new and existing residents.</li> <li>▶ Attract a broader skills base</li> <li>▶ Build on the region's competitive strengths</li> </ul>	<ul style="list-style-type: none"> <li>▶ Strengthening and protecting existing major employment nodes</li> <li>▶ Identifying new employment nodes</li> <li>▶ Developing a national transport and logistics precinct</li> </ul> <p>Other supporting activities - Centre for Emerging Infectious Diseases, Regional Research and Information Centre and Development of an international terminal at Avalon Airport</p>
Addresses: Challenges <b>5 7</b> and Principles <b>2 5 6 7</b>	Illustrated on: Maps <b>7 8</b>

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<p><b>FOCUS ON CONSOLIDATION WILL:</b></p> <ul style="list-style-type: none"> <li>▶ Result in more efficient and sustainable utilisation of physical and community infrastructure</li> <li>▶ Contain our urban footprint and loss of productive land</li> <li>▶ Respond to increased energy costs and climate change challenges</li> <li>▶ Provide a range of retail, community, health and education services to surrounding towns and settlements</li> <li>▶ Ensure existing town centres are economically viable and robust</li> <li>▶ Maintain the coastal and rural character of smaller towns and villages</li> <li>▶ Create a more diverse range of housing options</li> <li>▶ Reduce impacts of urban activity on significant natural, agricultural, cultural and landscape assets and character</li> <li>▶ Reduce risk associated with natural hazards such as bushfire, floods and coastal inundation</li> </ul> <p>Addresses: Challenges <b>1 2 3 4 5</b> and Principles <b>1 3 4 5 6 7 8</b></p>	<p><b>HOW:</b></p> <ul style="list-style-type: none"> <li>▶ Supporting the growth of Geelong with a focus on infill housing opportunities</li> <li>▶ Supporting planned growth and reinforcing the role of district towns</li> <li>▶ Designating settlement boundaries for all towns</li> <li>▶ Identifying four key settlement breaks</li> <li>▶ Creating an efficient and equitable transport network</li> </ul> <p>Other supporting activities - the regeneration of areas of disadvantage</p> <p>Illustrated on: Maps <b>7 8</b></p>
<p><b>LONGER TERM GROWTH OPTIONS WILL:</b></p> <ul style="list-style-type: none"> <li>▶ Provide for growth beyond 500,000 people</li> <li>▶ Offer opportunities for housing choice and affordability and build on existing infrastructure, employment capacity and community linkages</li> </ul> <p>Addresses: Challenges <b>1 7</b> and Principles <b>1 2</b></p>	<p><b>HOW:</b></p> <ul style="list-style-type: none"> <li>▶ Identifying two further investigation areas in Geelong</li> <li>▶ Introducing new targeted growth nodes</li> <li>▶ Supporting the growth of Geelong with a focus on infill housing opportunities</li> </ul> <p>Illustrated on: Maps <b>7</b></p>
<p><b>OPTIMISING EXISTING ASSETS &amp; INFRASTRUCTURE WILL:</b></p> <ul style="list-style-type: none"> <li>▶ Provide opportunities to enhance and build on existing infrastructure and natural assets to create a broader range of services and improved access</li> </ul> <p>Addresses: Challenges <b>1 3 5</b> and Principles <b>1 5 6 7</b></p>	<p><b>HOW:</b></p> <ul style="list-style-type: none"> <li>▶ Strengthening Central Geelong</li> <li>▶ Supporting the growth of Geelong with a focus on infill housing opportunities</li> <li>▶ Developing an efficient and equitable public transport, road and freight network leveraged off existing infrastructure and committed</li> <li>▶ Providing infrastructure for new growth areas and infill development</li> <li>▶ Developing a national transport and logistics precinct</li> <li>▶ Rolling out of the NBN</li> <li>▶ Providing land and infrastructure for regional city and district town employment nodes</li> <li>▶ Building on the region's capability in education, knowledge and research</li> <li>▶ Maintaining and improving green infrastructure</li> </ul> <p>Other supporting activities - Portarlington Safe Harbour, Transport Links to Melbourne and Regional Trails Network</p> <p>Illustrated on: Maps <b>8</b></p>

## APPENDIX B

### APPENDIX B - REGIONAL CITY & DISTRICT TOWN DIRECTIONS

The following tables provide a more localised focus on the planning and infrastructure directions required to enable urban Geelong, including Armstrong Creek, and the region's seven district towns and Winchelsea to accommodate current growth and to fulfil their capacity to accommodate future growth consistent with and in support of the Growth Plan and its principles.

The tables identify:

- the key areas which will accommodate growth within these settlements
- the future roles and growth directions for the region's other settlements that urban Geelong and the district towns support. These directions will guide local level planning for these settlements
- the location of major employment areas/sectors
- major infrastructure projects required to support growth, employment creation and a sustainable economy
- key planning work to be undertaken to support the growth directions.

Existing planned growth will accommodate the following approximate settlement populations:

SETTLEMENT	CURRENT PLANNED TOTAL POPULATION	PROPOSED SETTLEMENT SIZE UNDER GROWTH PLAN
Urban Geelong, Armstrong Creek, Lara and Ocean Grove, Leopold and Drysdale/Clifton Springs, other locations	388,599	To be confirmed following the development of an <b>Implementation Plan</b>
Bannockburn	13,500	As planned in structure plans with additional incremental infill
Colac	15,000	20,000
Torquay/Jan Juc	25,000	As planned in structure plans with additional incremental infill
Winchelsea	3700	10,000

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URBAN GEELONG (INCLUDING ARMSTRONG CREEK)	
<b>Residential growth</b>	<p>Take up of existing areas identified in Structure Plans and Urban Growth Plans</p> <p>Higher density infill activity at key development areas – Armstrong Creek Major Activity Centre, Central Geelong-Western Wedge, West Fyans Structure Plan Precinct and Waurn Ponds, in addition to increased housing diversity areas</p> <p>Urban regeneration of Corio/ Norlane and Whittington</p> <p>Redevelopment of appropriate major infill opportunity sites as they become available</p> <p>Provision for longer term growth (further investigation area process)</p>
<b>Relationship with &amp; future role of other settlements</b>	<p>Geelong plays a regional city service role to other towns within and outside the G21 region.</p> <p>Strong relationship with Melbourne</p> <p>No outward expansion beyond identified town settlement boundaries (other than minor adjustments via Structure Planning processes for district towns)</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>Central Geelong</p> <p>Freight and logistics hub (Avalon-Geelong Port-the GREP)</p> <p>Major subregional activity centres and industrial nodes</p> <p>Deakin/Marcus Oldham Education, Health and Research node</p> <p>Armstrong Creek employment nodes and Major Activity Centre</p> <p>Melbourne</p>
<b>Key infrastructure projects</b>	<p>Infrastructure support for industrial node expansion (major drainage and road linkage works)</p> <p>Consolidation of Barwon Health, Deakin and the Gordon services and facilities</p> <p>Ring Road Stage 4C</p> <p>'Grovedale' railway station</p> <p>West Fyans traffic/sewer pumping station, Northern Water Plant (Shell) and Upgrade trunk sewer from Marshall – Black Rock water reclamation plant and dual pipe recycled water scheme</p> <p>Central Geelong – community infrastructure</p> <p>Cultural hub and Central Geelong projects – Yarra Street Pier, Geelong Convention and Exhibition Centre</p> <p>Simonds Stadium development</p> <p>Centre for Emerging Infectious Diseases/Regional Research and Information Centre</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Implement the Corio Norlane Structure Plan</li> <li>▶ Activity Centre Structure Planning for increased housing diversity areas</li> <li>▶ Review the City of Greater Geelong Retail Strategy 2006</li> <li>▶ Prepare a Structure Plan for the Deakin University/ Marcus Oldham Education, Health and Research node in partnership with land owners</li> <li>▶ Implementation of the Avalon Airport Master Plan, including an Airport Environs Overlay and Geelong Port planning policy and buffer controls</li> <li>▶ Vision II implementation and Central Geelong Structure Plan review</li> <li>▶ Infrastructure Planning for national transport and logistics precinct</li> </ul> <p>Open Space and Environment strategies:</p> <ul style="list-style-type: none"> <li>▶ Review of Study of Open Space Networks</li> <li>▶ Environmental Management Strategy review</li> </ul> <p>Advocacy for decentralisation of existing/future government services e.g. Regional Research and Information Centre, Geelong Centre for Emerging Infectious Diseases</p> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ An intra Geelong train service (line upgrades and service)</li> <li>▶ Options and capacity upgrades for intra Geelong train service services and stabling yard relocation</li> <li>▶ Planning for transit link to Torquay, Ring Road connections, duplication Barwon Heads Rd and Anglesea Rd</li> <li>▶ A major park and ride station in Geelong's north</li> <li>▶ Investigate rail freight connection to Lascelles Wharf and the GREP</li> <li>▶ Bus services review of Geelong Network</li> <li>▶ Pedestrian and cycling networks including, G21 Regional Trails Network</li> </ul> <p><b>Low Carbon Growth Plan</b> implementation</p>

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<b>BELLARINE PENINSULA (DRYSDALE/ CLIFTON SPRINGS, LEOPOLD &amp; OCEAN GROVE)</b>	
<b>Residential growth</b>	Take up of existing areas identified in Structure Plans/UGPs
<b>Relationship with &amp; future role of other settlements</b>	Limit growth in adjoining coastal settlements of Barwon Heads, Indented Head, St Leonards, Portarlington, Queenscliff and Point Lonsdale to existing settlement boundaries as per Structure Plans and Coastal Spaces Strategy
<b>Key current &amp; future employment nodes/sectors</b>	Town centres Grubb Rd and Murradoc Rd industrial estates Geelong and other Bellarine towns
<b>Key infrastructure projects</b>	Portarlington Safe Harbour project implementation Drysdale/Clifton Springs subregional community and cultural precinct Sewerage capacity upgrade Drysdale/Clifton Springs and Leopold Water supply upgrade – Ocean Grove New and upgraded community infrastructure in district towns, including libraries, early years' hubs, neighbourhood houses, sporting reserves and performance/cultural/meeting spaces
<b>Key project work</b>	Strategic Planning priorities: <ul style="list-style-type: none"> <li>▶ Urban Design Frameworks for Ocean Grove and Drysdale/Clifton Springs town centres</li> <li>▶ Review district town Structure Plans as a priority consistent with the Growth Plan directions</li> </ul> Transport network and services investigation including: <ul style="list-style-type: none"> <li>▶ Road upgrades review - Portarlington Rd duplication (Drysdale – Portarlington), Drysdale bypass, Grubb Rd and Bellarine Highway duplication to Point Lonsdale</li> <li>▶ Bus services review within Drysdale/ Clifton Springs, Leopold and Ocean Grove and to adjacent centres and Geelong urban centres</li> <li>▶ Pedestrian and cycling networks, including G21 Regional Trails Network</li> <li>▶ Road hierarchy planning</li> </ul>

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BANNOCKBURN	
<b>Residential growth</b>	<p>Take up of existing areas identified in Structure Plan</p> <p>Investigate infill opportunities around town centre or low density/rural living conversions</p> <p>Potential additional growth capacity at Lethbridge to supplement Bannockburn</p> <p>No new rural living beyond that already identified in strategic plans.</p>
<b>Relationship with &amp; future role of other settlements</b>	<p>Bannockburn is a subregional hub for the south-eastern portion of Golden Plains Shire with strong relationships with Geelong for services and employment</p> <p>Townships such as Lethbridge, Batesford, Shelford, Teesdale and Inverleigh provide rural living/lifestyle options with quality small town characteristics for the municipality and the Geelong region. Growth of these towns is to be limited to existing settlement boundaries with potential uptake of rural living land within seweraged towns</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>Bannockburn industrial estate (expansion as per UDF)</p> <p>Town centre expansion (Bannockburn Plaza)</p> <p>Agriculture, including intensive agriculture (poultry and pigs), viticulture</p> <p>Geelong and Melbourne</p>
<b>Key infrastructure projects</b>	<p>Reticulated natural gas roll out in Bannockburn</p> <p>Prep to year 12 school</p> <p>Water infrastructure for intensive agriculture activity node near Lethbridge</p> <p>Water supply and sewerage upgrade for Bannockburn, water supply upgrade for Inverleigh</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Completion of the Gheringhap Structure Plan</li> <li>▶ Review town Structure Plans over time consistent with the Growth Plan directions.</li> </ul> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ Investigation of return of passenger rail services to Bannockburn/Lethbridge and road upgrades Geelong – Bannockburn (Rail Revival Study underway)</li> <li>▶ Bus services review within Bannockburn and to adjacent centres (including Geelong - Melbourne rail line)</li> <li>▶ Pedestrian and cycling networks</li> <li>▶ Road hierarchy planning</li> </ul> <p>Moorabool River restoration</p>

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COLAC	
<b>Residential growth</b>	<p>Take up of existing areas identified in Structure Plan</p> <p>Potential town expansion to south and west (ahead of growth at other centres – focus on broader range of housing options) including potential take up of LDRZ/RLZ land</p> <p>Investigate infill opportunities around town centre</p>
<b>Relationship with &amp; future role of other settlements</b>	<p>Service and employment centre for Colac Otway Shire and northern gateway to Otways and GOR</p> <p>Surrounding towns and villages provide alternative housing/lifestyle choices and recreation/ tourism activity. Apollo Bay is the key coastal tourist town</p> <p>Growth of other municipality towns limited to existing settlement boundaries with some minor growth consistent with the Apollo Bay Settlement Boundary and Urban Design Review, Colac Otway Shire Rural Living Strategy (e.g. Apollo Bay, Birregurra, Beeac, Coragulac, Cororooke, Alvie and Forrest) and in Gellibrand and Beech Forest subject to further strategic work</p> <p>Geelong and Warrnambool for employment, freight and transport</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>Tourism and agriculture</p> <p>Industrial estate (expansion capacity to south-east)</p> <p>Colac town centre</p> <p>Other regional coastal towns</p> <p>Geelong</p>
<b>Key infrastructure projects</b>	<p>Infrastructure support for industrial node expansion</p> <p>Enhance TAFE sector, including potential trade training centre/university delivery model capacity</p> <p>Implementation of public infrastructure works - Colac CBD and Entrances project</p> <p>Beechy Precinct (education, recreation and community precinct), including trade training centre, expansion/enhancement and redevelopment of Central Reserve sporting facilities and Blue Water Fitness Centre</p> <p>Colac Area Health services expansion with further growth</p> <p>Apollo Bay Harbour development</p> <p>Princes Highway duplication to Colac</p> <p>Tourism product gaps</p> <p>Colac water supply and sewerage treatment upgrade</p> <p>Redevelopment of former Colac High School site</p> <p>Development of trails such as the Great Ocean Walk, Forrest Mountain Bike Hub and the old Beechy Rail Trail</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Colac Structure Plan review</li> <li>▶ Completion of Birregurra Structure Plan</li> <li>▶ Development of Master Plans for small towns, including Beeac, Alvie and Cororooke, consistent with growth potential identified in Rural Living Strategy</li> <li>▶ Investigate the growth potential of Beech Forest, Forrest and Gellibrand considering effluent management and bushfire risk</li> </ul> <p>Colac CBD and Entrances project (detailed design and implementation)</p> <p>Strategies to manage high levels of disadvantage in Colac, Beeac and Forrest</p> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ Road upgrades, such as the committed Princes Highway duplication to Colac from Geelong, review of road linkages from Princes Highway to GOR (Lorne/Apollo Bay) and Colac bypass options</li> <li>▶ Opportunities to increase train service frequency on the Geelong to Warrnambool rail line</li> <li>▶ Bus services review within Colac</li> <li>▶ Pedestrian and cycling networks, including G21 Regional Trails Network</li> <li>▶ Road hierarchy planning</li> </ul>

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LARA	
<b>Residential growth</b>	Take up of existing areas identified in Structure Plan
<b>Relationship with &amp; future role of other settlements</b>	<p>Provides rural living node and affordable living alternatives to Geelong</p> <p>Provides services to rural communities, including Anakie and Little River</p> <p>Important relationship to northern Geelong. Important relationship with Werribee/Wyndham and western suburbs of Melbourne as alternative land market</p> <p>Restrict Anakie township to current settlement boundary</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>The GREP and Avalon Airport</p> <p>Lara town centre</p> <p>Geelong</p> <p>Melbourne</p>
<b>Key infrastructure projects</b>	<p>Town centre expansion</p> <p>Water and sewer upgrades - between Corio and Lara, Northern Water Plant</p> <p>Community infrastructure - subregional library (triggered at 25,000), dedicated youth space, population of 15,000 triggers additional neighbourhood house/hub or expansion, early years' hub or enhanced early years' centre x 3, performing arts and civic function space</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Town centre expansion</li> <li>▶ Lara West urban growth area precinct Structure Plan</li> </ul> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ Increased capacity within passenger rail system Lara to Geelong, with improved bus services</li> <li>▶ A major park and ride station in Geelong's north</li> <li>▶ Road upgrades - Forest Rd duplication (Ring Road – Lara)/6 ways intersection, duplication Geelong – Bacchus Marsh Rd from Ring Road to Patullos Rd, McClelland Rd rail overpass</li> <li>▶ Bus services review within Lara and to Geelong</li> <li>▶ Pedestrian and cycling networks</li> </ul>

## APPENDIX B

TORQUAY/JAN JUC	
<b>Residential growth</b>	Take up of existing areas identified in Sustainable Futures Plan Torquay/Jan Juc 2040
<b>Relationship with &amp; future role of other settlements</b>	<p>Provides services to smaller coastal and hinterland towns. Strong relationship with Geelong.</p> <p>Limit growth of Anglesea and Bellbrae to existing settlement boundaries, include retaining rural living opportunities</p> <p>Moriac low density/rural residential township provides rural atmosphere and rural residential lifestyle. Without sewerage, future growth limited to low density residential development as per Structure Plan</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>Primary retail area – Gilbert, Stand, Bell St area</p> <p>Surf City District</p> <p>West Coast Business Park and Baines Court</p> <p>Torquay North new retail area</p> <p>Geelong</p> <p>Thompson Valley Irrigated Agricultural Area.</p>
<b>Key infrastructure projects</b>	<p>Additional primary and secondary school</p> <p>Upgrade water supply and dual pipe recycled water for North Torquay</p> <p>Community infrastructure to support planned growth per Torquay/Jan Juc development contributions plan</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Implement the adopted Torquay/ Jan Juc 2040 study</li> <li>▶ Develop ODP for Messmate Rd growth area in Torquay</li> <li>▶ Investigate options for redevelopment of Surf City precinct</li> </ul> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ Ring Road connections and southern connection from Anglesea Rd to Surf Coast Highway, GOR upgrades/ Jan Juc to Bellbrae</li> <li>▶ Planning for transit link between Armstrong Creek and Torquay</li> <li>▶ Bus services review within Torquay/ Jan Juc and to adjacent centres</li> <li>▶ Pedestrian and cycling network, including G21 Regional Trails Network</li> <li>▶ Road hierarchy planning</li> </ul>

## APPENDIX B

WINCHELSEA	
<b>Residential growth</b>	<p>Take up of existing areas identified in Structure Plan</p> <p>Potential town expansion to south and west</p> <p>Investigate infill opportunities for low density/rural living conversions</p>
<b>Relationship with &amp; future role of other settlements</b>	<p>Provides some services to rural communities and other towns</p> <p>Strong relationship with Geelong for services and employment</p>
<b>Key current &amp; future employment nodes/sectors</b>	<p>Agriculture and service industry</p> <p>Industrial estate</p> <p>Town centre</p>
<b>Key infrastructure projects</b>	<p>Reticulated natural gas</p> <p>Water supply and sewerage upgrade</p> <p>Princes Highway duplication Geelong – Colac</p>
<b>Key project work</b>	<p>Strategic Planning priorities:</p> <ul style="list-style-type: none"> <li>▶ Review Winchelsea Structure Plan with view to longer term residential and employment growth</li> </ul> <p>Transport network and services investigation including:</p> <ul style="list-style-type: none"> <li>▶ Road upgrades such as the committed duplication of the Princes Highway to Colac</li> <li>▶ Opportunities to increase train service frequency on the Geelong to Warrnambool rail line</li> <li>▶ Pedestrian and cycling network</li> <li>▶ Review of road upgrades to Inverleigh and explore feasibility of Winchelsea bypass options</li> <li>▶ Road hierarchy planning</li> </ul>

